CONTINUING AUDIT

OF

MARQUEE VALUES

Winter 1947

Number 32

AUDIENCE RESEARCH, INC.
PRINCETON - NEW YORK - HOLLYWOOD

CONTENTS

PAGE

REGULAR AUDIT

Explanation. 1-2

Actresses, in Rank Order 3-6

Actors, in Rank Order. 7-11

Actresses and Actors, Alphabetically Listed; includes latest Rating on all Players Measured since Winter 1945. 12-25

UPPER PRICE AUDIT

Explanation. 26

Actresses, in Rank Order 27-30

Actors, in Rank Order. 31-35

PLAYERS' INDIVIDUAL CHARTS (Alphabetically)

CONTINUING AUDIT OF MARQUEE VALUES

This report shows *a screen player's power to sell tickets at the box office*, as measured by ARI's Continuing Audit of Marquee Values. The Audit does not measure talent, except as talent persuades movie-goers to spend money to see a particular personality. The Audit reports the percentage of movie-goers interviewed in a nation-wide cross-section survey who say that the name of a particular player on the front of a theatre would make them want to buy a ticket. ARI's cross-section is actually a miniature of the national movie audience. Men and women, young and old, rich and poor, living in cities and towns of different sizes and in all parts of the country are interviewed, and the number *interviewed in each group is determined by the number of tickets that group accounts for at the box offices of the nation.*

Once a year our reports of marquee values in the total national audience are supplemented by a report on screen player marquee values in the principal audience groups; namely, males, females, movie-goers at various age levels, upper and lower income movie-goers, movie-goers divided by the frequency of their attendance at motion pictures, and by size of community--in other words, a description of the general population characteristics of a player's following. This information can be of great value in casting.

Other sources of information about marquee values are available, and they are useful up to a point. The box office is, of course, an indication, but the box-office results can-

not reveal how much of a picture's performance was due to the player in question and how much to other players; how much to story, to direction, and so on. Polls based on exhibitors' reports can supply information--but exhibitors' opinions are at best an indirect and incomplete way of determining movie-goers' opinions. The weakness of both these sources as accurate guides to a player's drawing power are eliminated in ARI's Audit which measures among a group representative of the nation's *motion picture theatre patrons*, the number who say the player's name (without regard to title, story, other players, producer, director) on the marquee would make them want to buy a ticket.

We believe the Continuing Audit is the most realistic source of information available today on screen personality values.

CONTINUING AUDIT OF MARQUEE VALUES

ACTRESSES	REGULAR AUDIT WINTER 1947	REGULAR AUDIT AUTUMN 1947	DIFFERENCE
BERGMAN, Ingrid	49	50	- 1
JONES, Jennifer	39	36	+ 3
GRABLE, Betty	37	35	+ 2
HAYWORTH, Rita	37	38	- 1
WILLIAMS, Esther	37	* (31, Spring 1947)	+ 6
ALLYSON, June	35	38	- 3
COLBERT, Claudette	35	38	- 3
DAVIS, Bette	35	37	- 2
HUTTON, Betty	35	37	- 2
GARSON, Greer	34	36	- 2
STANWYCK, Barbara	34	38	- 4
TURNER, Lana	34	35	- 1
TIERNEY, Gene	33	32	+ 1
GODDARD, Paulette	31	* (26, Summer 1947)	+ 5
ROGERS, Ginger	30	31	- 1
SHERIDAN, Ann	30	34	- 4
CRAWFORD, Joan	29	29	-
DE HAVILLAND, Olivia	29	31	- 2
LAMARR, Hedy	28	* (24, Spring 1947)	+ 4
RUSSELL, Rosalind	28	25	+ 3
O'HARA, Maureen	27	* (24, Summer 1947)	+ 3
YOUNG, Loretta	27	25	+ 2
CRAIN, Jeanne	26	* (24, Winter 1946)	+ 2
TEMPLE, Shirley	26	24	+ 2
BALL, Lucille	24	23	+ 1
DUNNE, Irene	24	22	+ 2
FONTAINE, Joan	24	26	- 2
GARLAND, Judy	24	* (31, Spring 1947)	- 7

* Not measured in Autumn 1947

CONTINUING AUDIT OF MARQUEE VALUES

ACTRESSES	REGULAR AUDIT WINTER 1947	REGULAR AUDIT AUTUMN 1947	DIFFERENCE
HAYWARD, Susan	24	24	-
SCOTT, Lizabeth	24	22	+ 2
LAMOUR, Dorothy	23	* (26, Summer 1947)	- 3
DAY, Laraine	22	21	+ 1
TAYLOR, Elizabeth	22	* (12, Winter 1946)	+10
GRAYSON, Kathryn	21	* (19, Spring 1947)	+ 2
HEPBURN, Katharine	21	* (19, Spring 1947)	+ 2
LUPINO, Ida	21	* (18, Summer 1947)	+ 3
MC GUIRE, Dorothy	21	* (23, Summer 1947)	- 2
O'BRIEN, Margaret	21	24	- 3
WRIGHT, Teresa	21	19	+ 2
BACALL, Lauren	20	* (23, Winter 1946)	- 3
DURBIN, Deanna	20	21	- 1
WYMAN, Jane	20	* (19, Summer 1947)	+ 1
ANDREWS SISTERS	19	18	+ 1
FAYE, Alice	19	* (18, Spring 1946)	+ 1
BAXTER, Anne	18	* (19, Summer 1947)	- 1
BENNETT, Joan	18	17	+ 1
CAULFIELD, Joan	18	* (7, Spring 1947)	+11
DARNELL, Linda	18	* (18, Autumn 1946)	-
RUSSELL, Jane	18	* (17, Spring 1947)	+ 1
SOTHERN, Ann	18	* (18, Summer 1947)	-
LOY, Myrna	17	17	-
PETERS, Susan	17	18	- 1
HAVER, June	16	* (17, Winter 1946)	- 1
HENIE, Sonja	16	* (19, Spring 1946)	- 3
MAYO, Virginia	16	14	+ 2
BARRYMORE, Ethel	15	15	-

* Not measured in Autumn 1947

CONTINUING AUDIT OF MARQUEE VALUES

ACTRESSES	REGULAR AUDIT WINTER 1947	REGULAR AUDIT AUTUMN 1947	DIFFERENCE
BLONDELL, Joan	14	* (9, Spring 1947)	+ 5
GARDNER, Ava	14	10	+ 4
KERR, Deborah	14	* (3, Autumn 1946)	+11
LAKE, Veronica	14	16	- 2
ARTHUR, Jean	13	* (14, Winter 1946)	- 1
DE CARLO, Yvonne	13	11	+ 2
RUSSELL, Gail	13	* (4, Summer 1945)	+ 9
BLAIR, Janet	12	12	-
KEYES, Evelyn	12	13	- 1
LANGFORD, Frances	12	11	+ 1
OBERON, Merle	12	11	+ 1
CUMMINS, Peggy	10	*	-
MONTEZ, Maria	10	* (10, Summer 1947)	-
RAINES, Ella	10	11	- 1
RAYE, Martha	10	*	-
SINGLETON, Penny	10	*	-
BLYTH, Ann	9	5	+ 4
DIETRICH, Marlene	9	* (8, Spring 1945)	+ 1
PAIGE, Janis	9	*	-
PALMER, Lilli	8	7	+ 1
SIDNEY, Sylvia	8	* (10, Winter 1946)	- 2
MC DONALD, Marie	7	*	-
SCOTT, Martha	7	* (7, Autumn 1946)	-
CARTER, Janis	5	4	+ 1
CHAPMAN, Marguerite	5	4	+ 1
GREER, Jane	5	5	-
BEL GEDDES, Barbara	4	2	+ 2
DREW, Ellen	4	5	- 1

* Not measured in Autumn 1947

CONTINUING AUDIT OF MARQUEE VALUES

ACTRESSES	REGULAR AUDIT WINTER 1947	REGULAR AUDIT AUTUMN 1947	DIFFERENCE
HENDRIX, Wanda	4	*	-
LANSBURY, Angela	3	* (2, Summer 1946)	+ 1
VALLI	3	2	+ 1
KING, Andrea	2	*	-

* Not measured in Autumn 1947

CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	REGULAR AUDIT WINTER 1947	REGULAR AUDIT AUTUMN 1947	DIFFERENCE
CROSBY, Bing	53	54	- 1
LADD, Alan	50	50	-
PECK, Gregory	50	50	-
BOGART, Humphrey	48	49	- 1
HOPE, Bob	48	45	+ 3
GRANT, Cary	46	46	-
COOPER, Gary	45	48	- 3
TRACY, Spencer	45	44	+ 1
POWER, Tyrone	44	41	+ 3
GARFIELD, John	41	39	+ 2
ANDREWS, Dana	39	40	- 1
COTTEN, Joseph	39	38	+ 1
GABLE, Clark	39	40	- 1
KAYE, Danny	37	32	+ 5
MILLAND, Ray	37	36	+ 1
MITCHUM, Robert	37	33	+ 4
JOLSON, Al	34	* (8, Autumn 1946)	+26
STEWART, James	34	37	- 3
CAGNEY, James	33	33	-
PIDGEON, Walter	33	35	- 2
BENDIX, William	32	31	+ 1
FORD, Glenn	32	34	- 2
WILDE, Cornel	32	29	+ 3
FLYNN, Errol	31	32	- 1
KELLY, Gene	31	* (27, Summer 1947)	+ 4
MAC MURRAY, Fred	31	31	-
JOHNSON, Van	30	31	- 1
REAGAN, Ronald	30	* (20, Winter 1946)	+10

*Not measured in Autumn 1947

CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	REGULAR AUDIT WINTER 1947	REGULAR AUDIT AUTUMN 1947	DIFFERENCE
TAYLOR, Robert	30	(28, Summer 1947)*	+ 2
FITZGERALD, Barry	29	25	+ 4
PARKS, Larry	29	29	-
WAYNE, John	29	29	-
SKELTON, Red	27	(32, Spring 1947)*	- 5
WALKER, Robert	27	(28, Summer 1947)*	- 1
ABBOTT & COSTELLO	26	(29, Summer 1947)*	- 3
DURANTE, Jimmy	26	(18, Winter 1946)*	+ 8
FONDA, Henry	26	26	-
RAFT, George	26	(24, Summer 1947)*	+ 2
CLARK, Dane	25	(19, Spring 1947)*	+ 6
COLMAN, Ronald	25	24	+ 1
HAYMES, Dick	25	27	- 2
ROBINSON, Edward G.	25	27	- 2
YOUNG, Robert	25	26	- 1
HEFLIN, Van	24	24	-
HODIAK, John	24	(21, Autumn 1946)*	+ 3
MONTGOMERY, Robert	24	21	+ 3
MORGAN, Dennis	24	(23, Summer 1946)*	+ 1
O'BRIEN, Pat	24	24	-
PAYNE, John	24	24	-
ROONEY, Mickey	24	(22, Autumn 1946)*	+ 2
HARRISON, Rex	23	(6, Autumn 1946)*	+17
SCOTT, Randolph	23	22	+ 1
SINATRA, Frank	23	23	-
TUFTS, Sonny	23	(23, Winter 1946)*	-
DE WOLFE, Billy	22	*	-
POWELL, Dick	22	22	-

* Not measured in Autumn 1947

CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	REGULAR AUDIT WINTER 1947	REGULAR AUDIT AUTUMN 1947	DIFFERENCE
RAINS, Claude	22	(11, Summer* 1946)	+11
LAWFORD, Peter	21	(12, Autumn* 1946)	+ 9
MADISON, Guy	21	23	- 2
ASTAIRE, Fred	20	(18, Winter* 1946)	+ 2
CARSON, Jack	20	(14, Winter* 1945)	+ 6
FAIRBANKS, Douglas, Jr.	20	19	+ 1
MASON, James	20	19	+ 1
BARRYMORE, Lionel	18	(19, Summer* 1947)	- 1
BEERY, Wallace	18	(18, Summer* 1946)	-
HENREID, Paul	18	18	-
MARCH, Fredric	18	21	- 3
POWELL, William	18	18	-
BOYER, Charles	17	16	+ 1
DONLEVY, Brian	17	(10, Winter* 1946)	+ 7
LANCASTER, Burt	17	12	+ 5
BRENT, George	16	15	+ 1
MATURE, Victor	16	(12, Spring* 1947)	+ 4
MURPHY, George	16	(13, Summer* 1947)	+ 3
SCOTT, Zachary	16	(9, Summer* 1946)	+ 7
STEVENS, Mark	15	(13, Spring* 1947)	+ 2
CUMMINGS, Robert	14	(15, Summer* 1947)	- 1
DAY, Dennis	14	9	+ 5
O'CONNOR, Donald	14	15	- 1
SANDERS, George	14	(15, Summer* 1947)	- 1
TONE, Franchot	14	13	+ 1
LAUGHTON, Charles	13	12	+ 1
MC CREA, Joel	13	13	-
NIVEN, David	13	9	+ 4

* Not measured in Autumn 1947

CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	REGULAR AUDIT WINTER 1947	REGULAR AUDIT AUTUMN 1947	DIFFERENCE
ROGERS, Roy	13	15	- 2
AUTRY, Gene	12	13	- 1
COOPER, Jackie	12	*	-
AMECHE, Don	11	* (19, Summer 1946)	- 8
DOUGLAS, Melvyn	11	10	+ 1
HOLDEN, William	11	10	+ 1
MORGAN, Henry	11	9	+ 2
CONTE, Richard	10	* (3, Summer 1946)	+ 7
CHAPLIN, Charles	9	*	-
FOSTER, Preston	9	*	-
AYRES, Lew	8	* (11, Winter 1946)	- 3
DAILEY, Dan, Jr.	8	*	-
GREENE, Richard	8	*	-
JARMAN, Claude, Jr.	8	8	-
MC LAGLEN, Victor	8	* (6, Spring 1944)	+ 2
RYAN, Robert	8	6	+ 2
SONS OF THE PIONEERS	8	*	-
WILLIAMS, Bill	8	9	- 1
CRONYN, Hume	7	* (4, Spring 1947)	+ 3
HORTON, Edward Everett	7	*	-
LAKE, Arthur	7	*	-
TIERNEY, Lawrence	7	* (4, Summer 1947)	+ 3
AGAR, John	6	*	-
CLARK, Buddy	6	*	-
COBURN, Charles	6	* (7, Summer 1947)	- 1
MENJOU, Adolphe	6	* (4, Spring 1946)	+ 2
CHEVALIER, Maurice	5	* (2, Summer 1947)	+ 3
IVES, Burl	5	* (6, Summer 1947)	- 1

* Not measured in Autumn 1947

CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	REGULAR AUDIT WINTER 1947	REGULAR AUDIT AUTUMN 1947	DIFFERENCE
O'BRIEN, Edmond	5	4	+ 1
STARRETT, Charles	5	6	- 1
CALHOUN, Rory	4	2	+ 2
PLATT, Marc	4	3	+ 1
CAREY, Macdonald	3	*	-
JOURDAN, Louis	3	*	-
MARSHAL, Alan	3	(4, Spring* 1946)	- 1
BUCHANAN, Edgar	2	(1, Spring* 1946)	+ 1
REED, Philip	2	(2, Spring* 1947)	-

* Not measured in Autumn 1947

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
ABBOTT & COSTELLO	26	Winter 1947
AGAR, John	6	Winter 1947
AHERNE, Brian	7	Winter 1946
ALBERT, Eddie	5	Spring 1947
ALDA, Robert	2	Winter 1945
ALLBRITTON, Louise	2	Summer 1947
ALLYSON, June	35	Winter 1947
AMECHE, Don	11	Winter 1947
AMES, Leon	2	Winter 1946
ANDREWS, Dana	39	Winter 1947
ANDREWS SISTERS	19	Winter 1947
ARNOLD, Edward	11	Autumn 1946
ARTHUR, Jean	13	Winter 1947
ASTAIRE, Fred	20	Winter 1947
AUMONT, Jean Pierre	8	Winter 1946
AUTRY, Gene	12	Winter 1947
AYRES, Lew	8	Winter 1947
BACALL, Lauren	20	Winter 1947
BALL, Lucille	24	Winter 1947
BARRYMORE, Ethel	15	Winter 1947
BARRYMORE, Lionel	18	Winter 1947
BAXTER, Anne	18	Winter 1947
BEERY, Wallace	18	Winter 1947
BEL GEDDES, Barbara	4	Winter 1947
BELITA	3	Summer 1946
BELLAMY, Ralph	3	Winter 1945
BENDIX, William	32	Winter 1947
BENNETT, Joan	18	Winter 1947

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
BENNY, Jack	16	Spring 1946
BERGEN & MC CARTHY	12	Summer 1947
BERGMAN, Ingrid	49	Winter 1947
BESSER, Joe	1	Spring 1946
BEY, Turhan	12	Winter 1946
BICKFORD, Charles	6	Autumn 1947
BLAIR, Janet	12	Winter 1947
BLONDELL, Joan	14	Winter 1947
BLYTH, Ann	9	Winter 1947
BOGART, Humphrey	48	Winter 1947
BOWMAN, Lee	6	Autumn 1947
BOYER, Charles	17	Winter 1947
BRACKEN, Eddie	18	Spring 1947
BREMER, Lucille	3	Winter 1946
BRENT, George	16	Winter 1947
BROOKS, Hazel	2	Autumn 1947
BROOKS, Leslie	3	Spring 1947
BRUCE, Nigel	6	Summer 1947
BUCHANAN, Edgar	2	Winter 1947
BURNETTE, Smiley	4	Spring 1946
CAESAR, Sid	3	Summer 1947
CAGNEY, James	33	Winter 1947
CALHERN, Louis	2	Autumn 1947
CALHOUN, Rory	4	Winter 1947
CALVERT, Phyllis	2	Winter 1946
CAMERON, Rod	6	Autumn 1947
CANOVA, Judy	7	Spring 1946
CANTOR, Eddie	17	Summer 1947

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
CAREY, Macdonald	3	Winter 1947
CARMICHAEL, Hoagy	19	Autumn 1947
CARSON, Jack	20	Winter 1947
CARTER, Janis	5	Winter 1947
CAULFIELD, Joan	18	Winter 1947
CHAPLIN, Charles	9	Winter 1947
CHAPMAN, Marguerite	5	Winter 1947
CHEVALIER, Maurice	5	Winter 1947
CLARK, Buddy	6	Winter 1947
CLARK, Dane	25	Winter 1947
COBURN, Charles	6	Winter 1947
COCHRAN, Steve	2	Summer 1947
COLBERT, Claudette	35	Winter 1947
COLMAN, Ronald	25	Winter 1947
COLONNA, Jerry	6	Spring 1946
COMO, Perry	15	Winter 1946
CONTE, Richard	10	Winter 1947
COOPER, Gary	45	Winter 1947
COOPER, Gladys	2	Spring 1946
COOPER, Jackie	12	Winter 1947
COOTE, Robert	**	Autumn 1947
COTTEN, Joseph	39	Winter 1947
COURTLAND, Jerome	2	Autumn 1947
CRAIG, James	12	Winter 1945
CRAIN, Jeanne	26	Winter 1947
CRAWFORD, Joan	29	Winter 1947
CRONYN, Hume	7	Winter 1947
CROSBY, Bing	53	Winter 1947

** Less than one per cent

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
CROSET, Paule	**	Summer 1947
CULVER, Roland	1	Summer 1947
CUMMINGS, Constance	1	Summer 1946
CUMMINGS, Robert	14	Winter 1947
CUMMINS, Peggy	10	Winter 1947
DAILEY, Dan, Jr.	8	Winter 1947
DALL, John	2	Summer 1947
DARNELL, Linda	18	Winter 1947
DAVIS, Bette	35	Winter 1947
DAVIS, Joan	18	Autumn 1947
DAY, Dennis	14	Winter 1947
DAY, Laraine	22	Winter 1947
DE CARLO, Yvonne	13	Winter 1947
DE CORDOVA, Arturo	8	Winter 1946
DE FORE, Don	10	Summer 1947
DE HAVEN, Gloria	12	Winter 1946
DE HAVILLAND, Olivia	29	Winter 1947
DE WOLFE, Billy	22	Winter 1947
DEL RIO, Dolores	2	Summer 1947
DEVINE, Andy	5	Summer 1947
DICK, Douglas	2	Autumn 1946
DIETRICH, Marlene	9	Winter 1947
DINNING SISTERS	3	Autumn 1947
DONAT, Robert	7	Autumn 1946
DONLEVY, Brian	17	Winter 1947
DONNELL, Jeff	2	Spring 1947
DOUGLAS, Kirk	1	Spring 1947
DOUGLAS, Melvyn	11	Winter 1947

** Less than one per cent

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
DRAKE, Alfred	1	Spring 1946
DRAKE, Charles	1	Summer 1946
DRAKE, Tom	17	Autumn 1947
DREW, Ellen	4	Winter 1947
DUNNE, Irene	24	Winter 1947
DURANTE, Jimmy	26	Winter 1947
DURBIN, Deanna	20	Winter 1947
DURYEA, Dan	11	Autumn 1947
DVORAK, Ann	2	Spring 1947
EDDY, Nelson	15	Summer 1947
ERROL, Leon	4	Spring 1946
EYTHE, William	7	Winter 1945
FAIRBANKS, Douglas, Jr.	20	Winter 1947
FAYE, Alice	19	Winter 1947
FIELD, Betty	6	Spring 1946
FITZGERALD, Barry	29	Winter 1947
FITZGERALD, Geraldine	5	Spring 1947
FLEMING, Rhonda	**	Autumn 1946
FLYNN, Errol	31	Winter 1947
FOCH, Nina	2	Autumn 1947
FONDA, Henry	26	Winter 1947
FONTAINE, Joan	24	Winter 1947
FORD, Glenn	32	Winter 1947
FOSTER, Preston	9	Winter 1947
FOSTER, Susanna	10	Winter 1946
GABLE, Clark	39	Winter 1947
GARBO, Greta	8	Summer 1946
GARDNER, Ava	14	Winter 1947

** Less than one per cent

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
GARFIELD, John	41	Winter 1947
GARLAND, Judy	24	Winter 1947
GARNER, Peggy Ann	8	Spring 1946
GARSON, Greer	34	Winter 1947
GENN, Leo	1	Autumn 1947
GLEASON, James	5	Spring 1947
GODDARD, Paulette	31	Winter 1947
GOLDWYN GIRLS	7	Autumn 1947
GOODMAN, Benny	15	Autumn 1947
GORDON, Anita	1	Summer 1947
GRABLE, Betty	37	Winter 1947
GRAHAME, Gloria	2	Autumn 1947
GRANGER, Farley	2	Autumn 1947
GRANGER, Stewart	1	Autumn 1946
GRANT, Cary	46	Winter 1947
GRAYSON, Kathryn	21	Winter 1947
GREENE, Richard	8	Winter 1947
GREER, Jane	5	Winter 1947
HALE, Barbara	4	Autumn 1947
HALL, Jon	9	Winter 1946
HARDING, Ann	5	Spring 1946
HARDWICKE, Sir Cedric	5	Summer 1947
HARRISON, Rex	23	Winter 1947
HASSO, Signe	3	Autumn 1947
HAVER, June	16	Winter 1947
HAYES, George "Gabby"	4	Spring 1946
HAYES, Peter Lind	3	Summer 1947
HAYMES, Dick	25	Winter 1947

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
HAYWARD, Susan	24	Winter 1947
HAYWORTH, Rita	37	Winter 1947
HEFLIN, Van	24	Winter 1947
HENDRIX, Wanda	4	Winter 1947
HENIE, Sonja	16	Winter 1947
HENREID, Paul	18	Winter 1947
HEPBURN, Katharine	21	Winter 1947
HILLER, Wendy	1	Autumn 1946
HOBSON, Valerie	2	Autumn 1946
HODIAK, John	24	Winter 1947
HOLDEN, William	11	Winter 1947
HOPE, Bob	48	Winter 1947
HORNE, Lena	9	Spring 1946
HORTON, Edward Everett	7	Winter 1947
HUNT, Marsha	6	Winter 1946
HUSTON, Walter	8	Summer 1946
HUTTON, Betty	35	Winter 1947
HUTTON, Robert	8	Spring 1947
IVES, Burl	5	Winter 1947
JARMAN, Claude, Jr.	8	Winter 1947
JEFFREYS, Anne	2	Spring 1947
JERGENS, Adele	1	Autumn 1946
JOHNSON, Celia	2	Spring 1947
JOHNSON, Van	30	Winter 1947
JOLSON, Al	34	Winter 1947
JONES, Jennifer	39	Winter 1947
JOURDAN, Louis	3	Winter 1947
KARLOFF, Boris	12	Autumn 1947

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
KAYE, Danny	37	Winter 1947
KELLY, Gene	31	Winter 1947
KENNEDY, Edgar	4	Spring 1946
KERR, Deborah	14	Winter 1947
KEYES, Evelyn	12	Winter 1947
KILBRIDE, Percy	3	Summer 1947
KING, Andrea	2	Winter 1947
KINGS MEN	6	Autumn 1947
KNOWLES, Patric	2	Spring 1947
KNOX, Alexander	4	Autumn 1947
KORVIN, Charles	3	Spring 1947
LADD, Alan	50	Winter 1947
LAKE, Arthur	7	Winter 1947
LAKE, Veronica	14	Winter 1947
LAMARR, Hedy	28	Winter 1947
LAMOUR, Dorothy	23	Winter 1947
LANCASTER, Burt	17	Winter 1947
LANDIS, Carole	11	Autumn 1946
LANGFORD, Frances	12	Winter 1947
LANSBURY, Angela	3	Winter 1947
LAUGHTON, Charles	13	Winter 1947
LAWFORD, Peter	21	Winter 1947
LEIGH, Vivien	14	Summer 1946
LESLIE, Joan	15	Spring 1946
LINDSAY, Margaret	2	Summer 1947
LIVESEY, Roger	1	Autumn 1946
LOCKWOOD, Margaret	2	Autumn 1946
LODER, John	3	Winter 1945

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
LONG, Richard	2	Summer 1947
LOUISE, Anita	4	Spring 1946
LOY, Myrna	17	Winter 1947
LUKAS, Paul	8	Summer 1947
LUPINO, Ida	21	Winter 1947
LYNN, Diana	12	Autumn 1946
LYNN, Jeffrey	5	Autumn 1947
MAC DONALD, Jeanette	14	Winter 1945
MAC MURRAY, Fred	31	Winter 1947
MACREADY, George	1	Autumn 1947
MADISON, Guy	21	Winter 1947
MAIN, Marjorie	11	Autumn 1947
MARCH, Fredric	18	Winter 1947
MARSHAL, Alan	3	Winter 1947
MARSHALL, Herbert	12	Summer 1947
MARTIN, Freddy, & Orchestra	12	Autumn 1947
MARTIN, Tony	9	Autumn 1947
MARX BROTHERS	16	Autumn 1947
MASON, James	20	Winter 1947
MASSEY, Raymond	10	Summer 1947
MATURE, Victor	16	Winter 1947
MAYO, Virginia	16	Winter 1947
MC ALLISTER, Lon	7	Winter 1946
MC CREA, Joel	13	Winter 1947
MC DONALD, Marie	7	Winter 1947
MC DOWALL, Roddy	12	Autumn 1946
MC GUIRE, Dorothy	21	Winter 1947
MC LAGLEN, Victor	8	Winter 1947

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
MELCHIOR, Lauritz	11	Summer 1946
MENJOU, Adolphe	6	Winter 1947
MEREDITH, Burgess	7	Summer 1947
MILLAND, Ray	37	Winter 1947
MILLER, Ann	6	Autumn 1946
MILLS, John	2	Autumn 1947
MITCHUM, Robert	37	Winter 1947
MITCHELL, Thomas	8	Summer 1946
MOFFETT, Sharyn	**	Winter 1946
MONTEZ, Maria	10	Winter 1947
MONTGOMERY, Robert	24	Winter 1947
MORAN, Dolores	2	Summer 1947
MORGAN, Dennis	24	Winter 1947
MORGAN, Frank	10	Spring 1946
MORGAN, Henry	11	Winter 1947
MUNI, Paul	16	Winter 1946
MURPHY, George	16	Winter 1947
NEAGLE, Anna	1	Spring 1946
NEAL, Tom	4	Spring 1946
NIVEN, David	13	Winter 1947
OBERON, Merle	12	Winter 1947
O'BRIEN, Edmond	5	Winter 1947
O'BRIEN, Margaret	21	Winter 1947
O'BRIEN, Pat	24	Winter 1947
O'CONNOR, Donald	14	Winter 1947
O'DONNELL, Cathy	3	Autumn 1947
O'HARA, Maureen	27	Winter 1947
O'KEEFE, Dennis	11	Summer 1946

** Less than one per cent

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
OLIVIER, Sir Laurence	12	Autumn 1947
PAIGE, Janis	9	Winter 1947
PALMER, Lilli	8	Winter 1947
PARKER, Willard	3	Spring 1947
PARKS, Larry	29	Winter 1947
PATTEN, Luana	1	Winter 1946
PAXINOU, Katina	2	Summer 1947
PAYNE, John	24	Winter 1947
PECK, Gregory	50	Winter 1947
PETERS, Susan	17	Winter 1947
PIDGEON, Walter	33	Winter 1947
PLATT, Marc	4	Winter 1947
PORTMAN, Eric	**	Spring 1946
POWELL, Dick	22	Winter 1947
POWELL, Jane	9	Autumn 1946
POWELL, William	18	Winter 1947
POWER, Tyrone	44	Winter 1947
PRESTON, Robert	7	Summer 1947
PRICE, Vincent	12	Autumn 1947
QUINN, Anthony	3	Spring 1946
RAFT, George	26	Winter 1947
RAINES, Ella	10	Winter 1947
RAINS, Claude	22	Winter 1947
RANDELL, Ron	1	Autumn 1947
RATHBONE, Basil	9	Summer 1946
RAYE, Martha	10	Winter 1947
RAYMOND, Gene	5	Winter 1946
REAGAN, Ronald	30	Winter 1947

** Less than one per cent

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
REDGRAVE, Michael	2	Autumn 1947
REED, Donna	8	Spring 1947
REED, Philip	2	Winter 1947
ROBINSON, Edward G.	25	Winter 1947
ROC, Patricia	1	Autumn 1946
ROGERS, Ginger	30	Winter 1947
ROGERS, Roy	13	Winter 1947
ROMAY, Lina	2	Autumn 1946
ROONEY, Mickey	24	Winter 1947
RUSSELL, Andy	7	Summer 1946
RUSSELL, Gail	13	Winter 1947
RUSSELL, Jane	18	Winter 1947
RUSSELL, Rosalind	28	Winter 1947
RYAN, Robert	8	Winter 1947
SANDERS, George	14	Winter 1947
SCOTT, Lizabeth	24	Winter 1947
SCOTT, Martha	7	Winter 1947
SCOTT, Randolph	23	Winter 1947
SCOTT, Zachary	16	Winter 1947
SHERIDAN, Ann	30	Winter 1947
SHIRLEY, Anne	7	Spring 1946
SHORE, Dinah	17	Summer 1947
SIDNEY, Sylvia	8	Winter 1947
SILVERS, Phil	9	Winter 1945
SIMMONS, Jean	1	Autumn 1946
SINATRA, Frank	23	Winter 1947
SINGLETON, Penny	10	Winter 1947
SKELTON, Red	27	Winter 1947

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
SLEZAK, Walter	4	Spring 1947
SMITH, Alexis	17	Autumn 1947
SMITH, Kent	4	Summer 1947
SONS OF THE PIONEERS	8	Winter 1947
SOTHERN, Ann	18	Winter 1947
STACK, Robert	3	Spring 1947
STAFFORD, Jo	5	Summer 1946
STANWYCK, Barbara	34	Winter 1947
STARRETT, Charles	5	Winter 1947
STEELE, Freddie	2	Winter 1945
STEVENS, Mark	15	Winter 1947
STEWART, James	34	Winter 1947
STONE, Lewis	6	Autumn 1946
STORM, Gale	4	Summer 1946
SULLIVAN, Barry	5	Winter 1946
TAMIROFF, Akim	6	Spring 1947
TAYLOR, Elizabeth	22	Winter 1947
TAYLOR, Robert	30	Winter 1947
TEMPLE, Shirley	26	Winter 1947
TERRY, Phillip	3	Spring 1946
TETZEL, Joan	1	Summer 1946
TIERNEY, Gene	33	Winter 1947
TIERNEY, Lawrence	7	Winter 1947
TODD, Ann	6	Autumn 1947
TONE, Franchot	14	Winter 1947
TOTTER, Audrey	1	Autumn 1946
TRACY, Spencer	45	Winter 1947
TRAVERS, Henry	1	Spring 1947

CONTINUING AUDIT OF MARQUEE VALUES

ALPHABETICAL	MOST RECENT PLAYER RATING	LAST MEASUREMENT
TREVOR, Claire	7	Spring 1947
TUFTS, Sonny	23	Winter 1947
TURNER, Lana	34	Winter 1947
TYLER, Beverly	4	Autumn 1946
VALLI	3	Winter 1947
VERA-ELLEN	8	Summer 1947
WALKER, Robert	27	Winter 1947
WARING, Fred, & Pennsylvanians	11	Autumn 1947
WARRICK, Ruth	4	Autumn 1947
WAYNE, John	29	Winter 1947
WELLES, Orson	16	Autumn 1947
WILDE, Cornel	32	Winter 1947
WILLIAMS, Bill	8	Winter 1947
WILLIAMS, Esther	37	Winter 1947
WINNINGER, Charles	3	Summer 1947
WOOLLEY, Monty	17	Summer 1947
WRIGHT, Teresa	21	Winter 1947
WYMAN, Jane	20	Winter 1947
WYNN, Keenan	11	Summer 1946
YOUNG, Loretta	27	Winter 1947
YOUNG, Robert	25	Winter 1947

CONTINUING AUDIT OF MARQUEE VALUES

UPPER PRICE AUDIT

The group upon which the Upper Price Audit is based constitutes the following: Movie-goers in the New York City area who spend on the average 65 cents or more for their tickets, plus movie-goers in other cities over 500,000 in population who on the average spend 60 cents or more, plus those in cities of 100,000 to 500,000 who on the average pay 55 cents or more, plus those in cities and towns under 100,000 who on the average pay 50 cents or more. This group *as a whole* pays an *average* price of 70 cents per ticket, and the dollars they spend on motion pictures amounts to about 60 per cent of the total motion picture gross at the box office.

The average price per ticket paid by those movie-goers not included in the Upper Price Audit is about 42 cents. These people account for about 40 cents out of each dollar spent at the box office.

It is well to point out that the Upper Price Audit inevitably shows up some characteristics of a star's following other than price paid alone. For example, we find that movie-goers in the 12 through 17 age group pay somewhat less on the average than is true of older movie-goers, which means that the Upper Price Audit consists of movie-goers, who on the average are older than people in the total audience. This in turn means that stars who are particularly strong among younger movie-goers are likely to be lower in the Upper Price Audit than in the regular Audit. Correspondingly, stars who are particularly strong among older movie-goers are likely to be higher in the Upper Price Audit than in the regular Audit.

CONTINUING AUDIT OF MARQUEE VALUES

ACTRESSES	UPPER PRICE AUDIT WINTER 1947	REGULAR AUDIT WINTER 1947	DIFFERENCE
BERGMAN, Ingrid	52	49	+ 3
JONES, Jennifer	42	39	+ 3
DAVIS, Bette	38	35	+ 3
COLBERT, Claudette	37	35	+ 2
WILLIAMS, Esther	36	37	- 1
GARSON, Greer	35	34	+ 1
HAYWORTH, Rita	34	37	- 3
STANWYCK, Barbara	34	34	-
TIERNEY, Gene	34	33	+ 1
TURNER, Lana	33	34	- 1
ALLYSON, June	32	35	- 3
GRABLE, Betty	32	37	- 5
GODDARD, Paulette	31	31	-
HUTTON, Betty	31	35	- 4
RUSSELL, Rosalind	31	28	+ 3
CRAWFORD, Joan	30	29	+ 1
DE HAVILLAND, Olivia	30	29	+ 1
SHERIDAN, Ann	29	30	- 1
ROGERS, Ginger	28	30	- 2
LAMARR, Hedy	27	28	- 1
O'HARA, Maureen	27	27	-
YOUNG, Loretta	27	27	-
FONTAINE, Joan	26	24	+ 2
CRAIN, Jeanne	25	26	- 1
DUNNE, Irene	25	24	+ 1
HAYWARD, Susan	25	24	+ 1
DAY, Laraine	24	22	+ 2
HEPBURN, Katharine	24	21	+ 3

CONTINUING AUDIT OF MARQUEE VALUES

ACTRESSES	UPPER PRICE AUDIT WINTER 1947	REGULAR AUDIT WINTER 1947	DIFFERENCE
MC GUIRE, Dorothy	23	21	+ 2
SCOTT, Lizabeth	23	24	- 1
TAYLOR, Elizabeth	23	22	+ 1
BALL, Lucille	22	24	- 2
GARLAND, Judy	22	24	- 2
GRAYSON, Kathryn	22	21	+ 1
LUPINO, Ida	22	21	+ 1
WRIGHT, Teresa	22	21	+ 1
WYMAN, Jane	22	20	+ 2
TEMPLE, Shirley	21	26	- 5
BACALL, Lauren	20	23	- 3
LAMOUR, Dorothy	20	20	-
O'BRIEN, Margaret	19	21	- 2
BAXTER, Anne	18	18	-
BENNETT, Joan	18	18	-
CAULFIELD, Joan	18	18	-
DARNELL, Linda	18	18	-
DURBIN, Deanna	18	20	- 2
ANDREWS SISTERS	17	19	- 2
BARRYMORE, Ethel	17	15	+ 2
FAYE, Alice	17	19	- 2
LOY, Myrna	17	17	-
PETERS, Susan	17	17	-
HAVER, June	16	16	-
RUSSELL, Jane	16	18	- 2
SOTHERN, Ann	16	18	- 2
ARTHUR, Jean	15	13	+ 2
KERR, Deborah	15	14	+ 1

CONTINUING AUDIT OF MARQUEE VALUES

ACTRESSES	UPPER PRICE AUDIT WINTER 1947	REGULAR AUDIT WINTER 1947	DIFFERENCE
MAYO, Virginia	15	16	- 1
HENIE, Sonja	14	16	- 2
OBERON, Merle	14	12	+ 2
RUSSELL, Gail	14	13	+ 1
GARDNER, Ava	13	14	- 1
BLAIR, Janet	12	12	-
BLONDELL, Joan	12	14	- 2
DE CARLO, Yvonne	12	13	- 1
KEYES, Evelyn	12	12	-
LAKE, Veronica	12	14	- 2
LANGFORD, Frances	11	12	- 1
DIETRICH, Marlene	10	9	+ 1
MONTEZ, Maria	10	10	-
PAIGE, Janis	10	9	+ 1
RAINES, Ella	10	10	-
BLYTH, Ann	9	9	-
CUMMINS, Peggy	9	10	- 1
PALMER, Lilli	9	8	+ 1
RAYE, Martha	9	10	- 1
SIDNEY, Sylvia	9	8	+ 1
SCOTT, Martha	8	7	+ 1
MC DONALD, Marie	7	7	-
SINGLETON, Penny	6	10	- 4
BEL GEDDES, Barbara	5	4	+ 1
CARTER, Janis	5	5	-
CHAPMAN, Marguerite	5	5	-
GREER, Jane	5	5	-
HENDRIX, Wanda	4	4	-

CONTINUING AUDIT OF MARQUEE VALUES

ACTRESSES	UPPER PRICE AUDIT WINTER 1947	REGULAR AUDIT WINTER 1947	DIFFERENCE
DREW, Ellen	3	4	- 1
LANSBURY, Angela	3	3	-
VALLI	3	3	-
KING, Andrea	2	2	-

CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	UPPER PRICE AUDIT WINTER 1947	REGULAR AUDIT WINTER 1947	DIFFERENCE
CROSBY, Bing	53	53	-
PECK, Gregory	52	50	+ 2
TRACY, Spencer	48	45	+ 3
GRANT, Cary	47	46	+ 1
BOGART, Humphrey	46	48	- 2
LADD, Alan	46	50	- 4
HOPE, Bob	45	48	- 3
COOPER, Gary	44	45	- 1
POWER, Tyrone	43	44	- 1
COTTEN, Joseph	41	39	+ 2
GARFIELD, John	40	41	- 1
MILLAND, Ray	39	37	+ 2
ANDREWS, Dana	38	39	- 1
GABLE, Clark	37	39	- 2
KAYE, Danny	36	37	- 1
MITCHUM, Robert	36	37	- 1
PIDGEON, Walter	36	33	+ 3
STEWART, James	36	34	+ 2
FORD, Glenn	33	32	+ 1
CAGNEY, James	32	33	- 1
JOLSON, Al	32	34	- 2
KELLY, Gene	32	31	+ 1
WILDE, Cornel	32	32	-
BENDIX, William	31	32	- 1
MAC MURRAY, Fred	31	31	-
REAGAN, Ronald	31	30	+ 1
FITZGERALD, Barry	30	29	+ 1
TAYLOR, Robert	30	30	-

CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	UPPER PRICE AUDIT WINTER 1947	REGULAR AUDIT WINTER 1947	DIFFERENCE
FLYNN, Errol	29	31	- 2
PARKS, Larry	29	29	-
COLMAN, Ronald	27	25	+ 2
FONDA, Henry	27	26	+ 1
WALKER, Robert	27	27	-
HODIAK, John	26	24	+ 2
JOHNSON, Van	26	30	- 4
CLARK, Dane	25	25	-
HARRISON, Rex	25	23	+ 2
HEFLIN, Van	25	24	+ 1
MONTGOMERY, Robert	25	24	+ 1
RAINS, Claude	25	22	+ 3
WAYNE, John	25	29	- 4
YOUNG, Robert	25	25	-
LAWFORD, Peter	24	21	+ 3
RAFT, George	24	26	- 2
ROBINSON, Edward G.	24	25	- 1
DURANTE, Jimmy	23	26	- 3
PAYNE, John	23	24	- 1
DE WOLFE, Billy	22	22	-
MORGAN, Dennis	22	24	- 2
SINATRA, Frank	22	23	- 1
HAYMES, Dick	21	25	- 4
MASON, James	21	20	+ 1
O'BRIEN, Pat	21	24	- 3
SKELTON, Red	21	27	- 6
TUFTS, Sonny	21	23	- 2
ASTAIRE, Fred	20	20	-

CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	UPPER PRICE AUDIT WINTER 1947	REGULAR AUDIT WINTER 1947	DIFFERENCE
FAIRBANKS, Douglas, Jr.	20	20	-
MARCH, Fredric	20	18	+ 2
POWELL, Dick	20	22	- 2
ROONEY, Mickey	20	24	- 4
SCOTT, Randolph	20	23	- 3
ABBOTT & COSTELLO	19	26	- 7
BARRYMORE, Lionel	19	18	+ 1
CARSON, Jack	19	20	- 1
HENREID, Paul	19	18	+ 1
MADISON, Guy	19	21	- 2
POWELL, William	19	18	+ 1
BOYER, Charles	17	17	-
BRENT, George	17	16	+ 1
LANCASTER, Burt	17	17	-
MATURE, Victor	17	16	+ 1
MURPHY, George	17	16	+ 1
SANDERS, George	17	14	+ 3
BEERY, Wallace	16	18	- 2
DONLEVY, Brian	16	17	- 1
SCOTT, Zachary	16	16	-
CUMMINGS, Robert	15	14	+ 1
LAUGHTON, Charles	15	13	+ 2
NIVEN, David	15	13	+ 2
TONE, Franchot	15	14	+ 1
STEVENS, Mark	14	15	- 1
DAY, Dennis	13	14	- 1
MC CREA, Joel	13	13	-
DOUGLAS, Melvyn	12	11	+ 1

CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	UPPER PRICE AUDIT WINTER 1947	REGULAR AUDIT WINTER 1947	DIFFERENCE
O'CONNOR, Donald	12	14	- 2
CONTE, Richard	11	10	+ 1
HOLDEN, William	11	11	-
MORGAN, Henry	11	11	-
AMECHE, Don	10	11	- 1
COOPER, Jackie	10	12	- 2
FOSTER, Preston	10	9	+ 1
AYRES, Lew	9	8	+ 1
CHAPLIN, Charles	9	9	-
MC LAGLEN, Victor	9	8	+ 1
RYAN, Robert	9	8	+ 1
CRONYN, Hume	8	7	+ 1
GREENE, Richard	8	8	-
HORTON, Edward Everett	8	7	+ 1
ROGERS, Roy	8	13	- 5
AGAR, John	7	6	+ 1
DAILEY, Dan, Jr.	7	8	- 1
JARMAN, Claude, Jr.	7	8	- 1
TIERNEY, Lawrence	7	7	-
WILLIAMS, Bill	7	8	- 1
AUTRY, Gene	6	12	- 6
CHEVALIER, Maurice	6	5	+ 1
CLARK, Buddy	6	6	-
COBURN, Charles	6	6	-
LAKE, Arthur	6	7	- 1
MENJOU, Adolphe	6	6	-
O'BRIEN, Edmond	6	5	+ 1
IVES, Burl	5	5	-

CONTINUING AUDIT OF MARQUEE VALUES

ACTORS	UPPER PRICE AUDIT WINTER 1947	REGULAR AUDIT WINTER 1947	DIFFERENCE
PLATT, Marc	5	4	+ 1
CALHOUN, Rory	4	4	-
CAREY, Macdonald	4	3	+ 1
JOURDAN, Louis	4	3	+ 1
MARSHAL, Alan	4	3	+ 1
SONS OF THE PIONEERS	3	8	- 5
BUCHANAN, Edgar	2	2	-
REED, Philip	2	2	-
STARRETT, Charles	2	5	- 3

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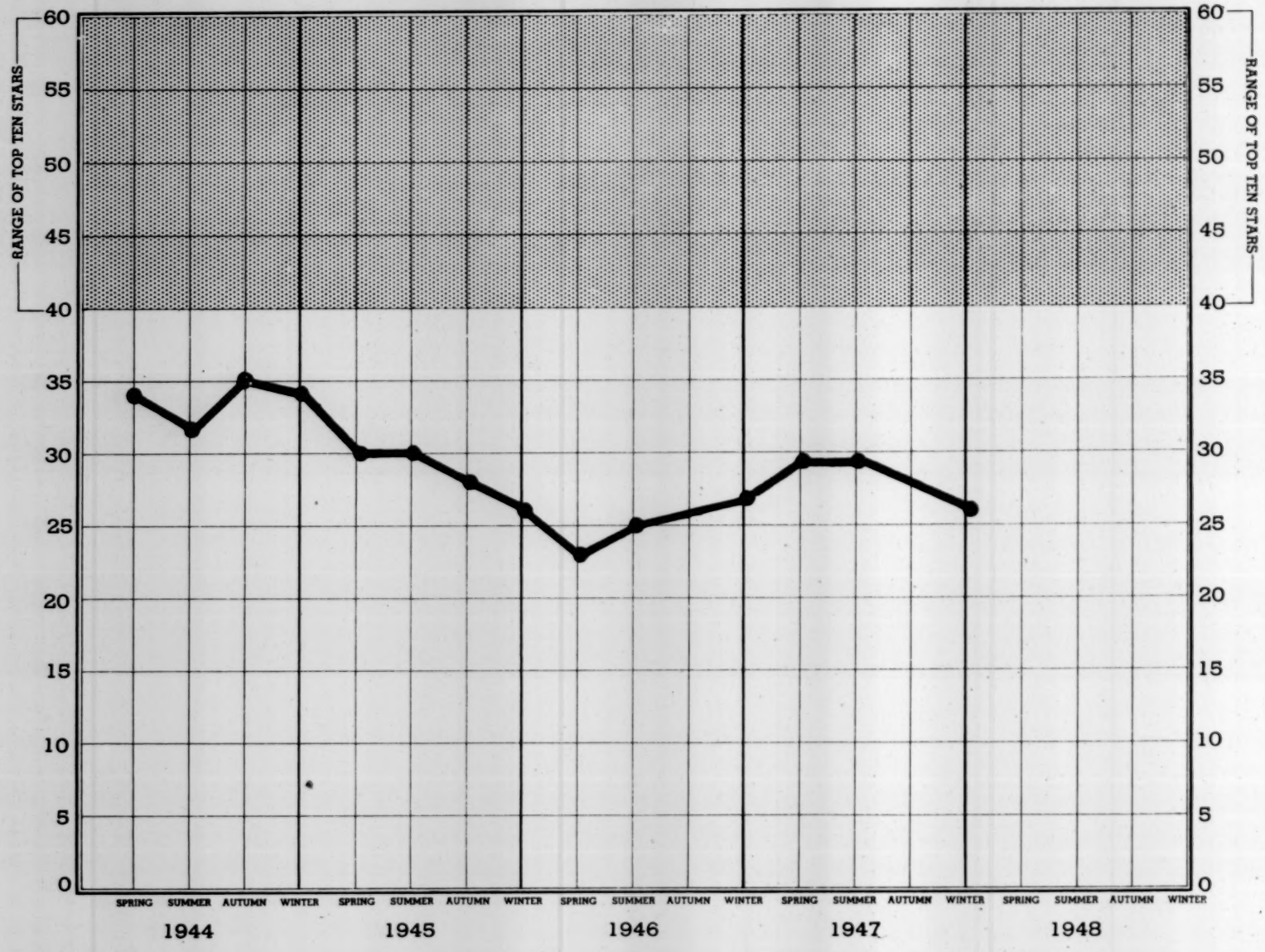

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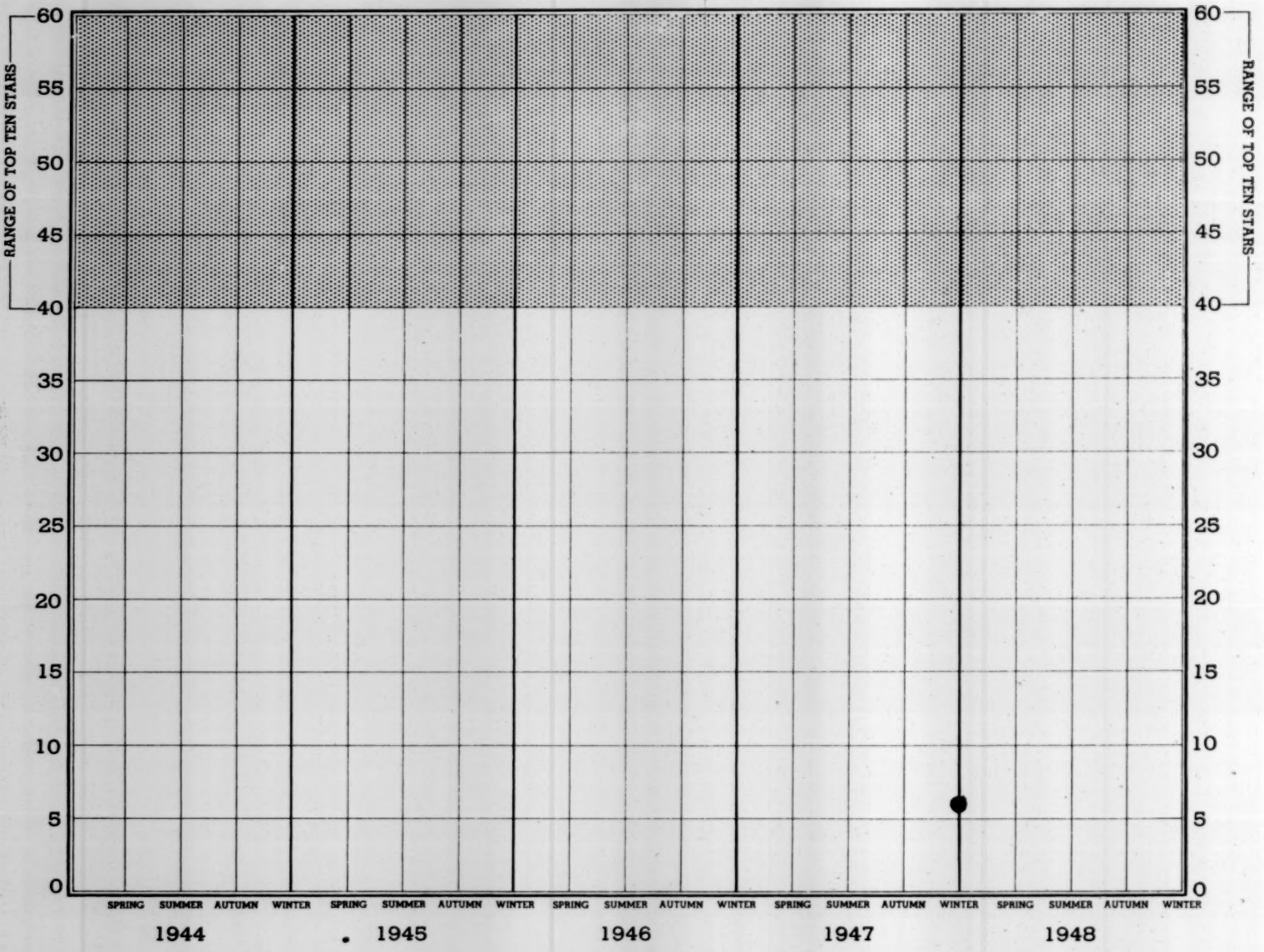

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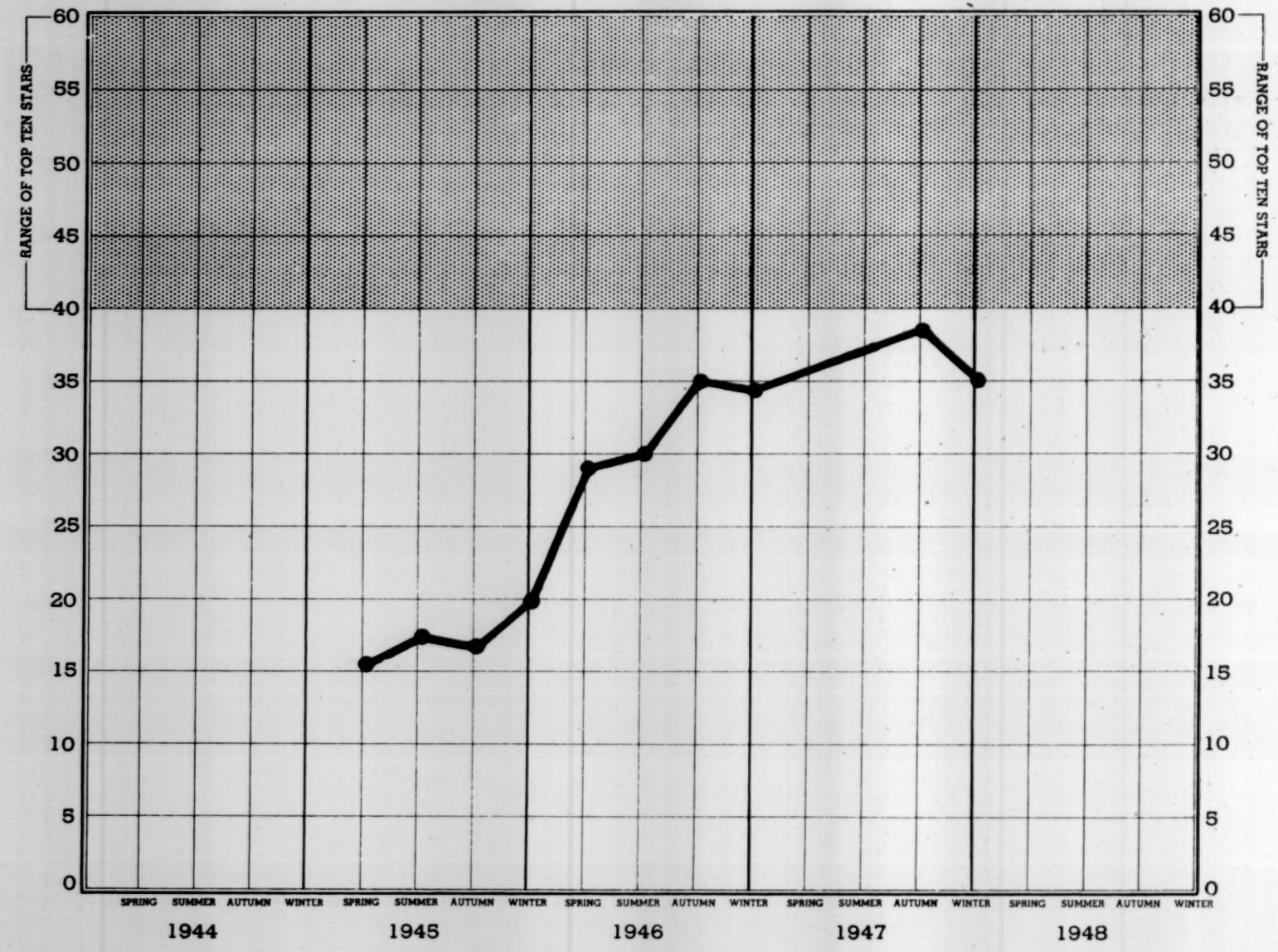

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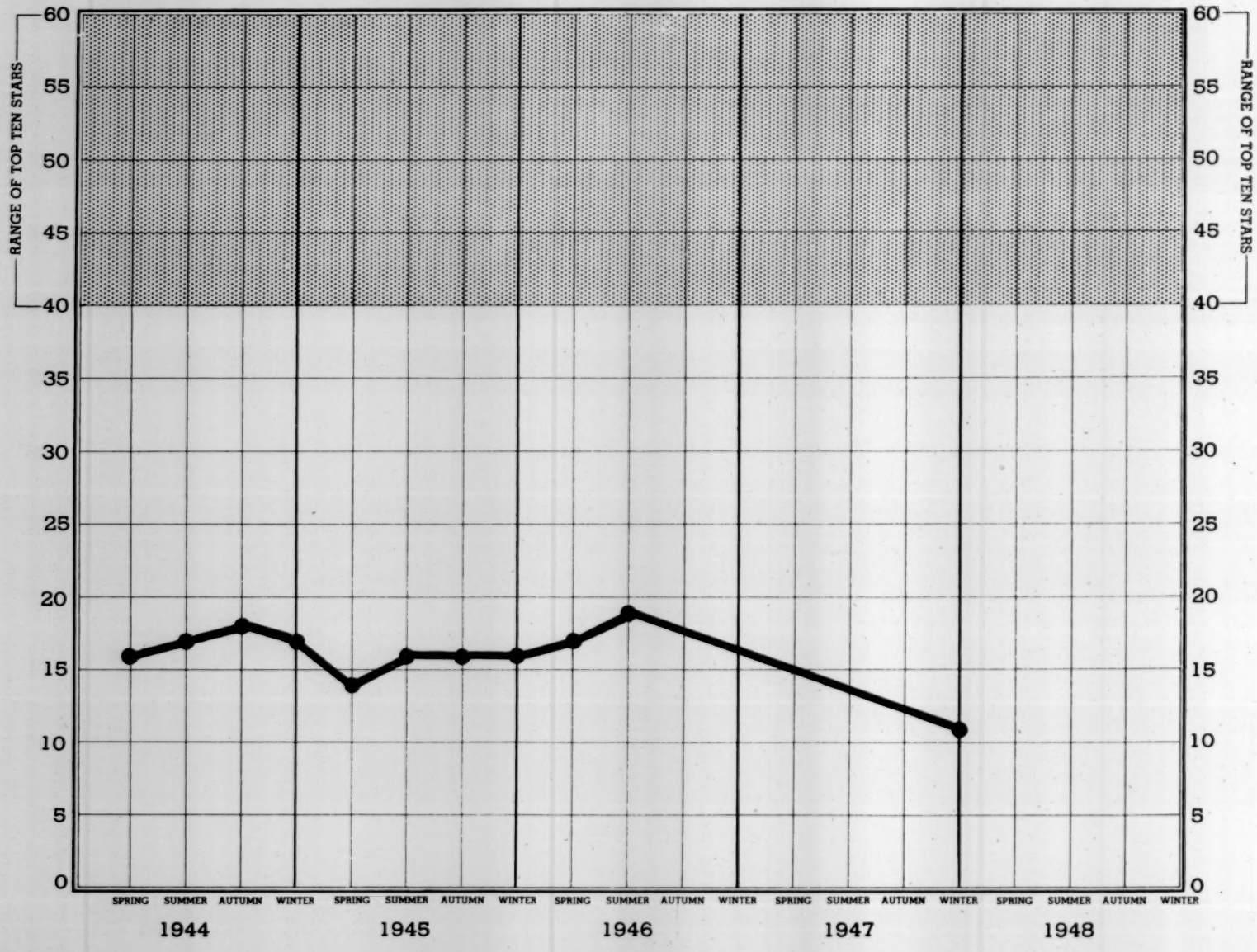

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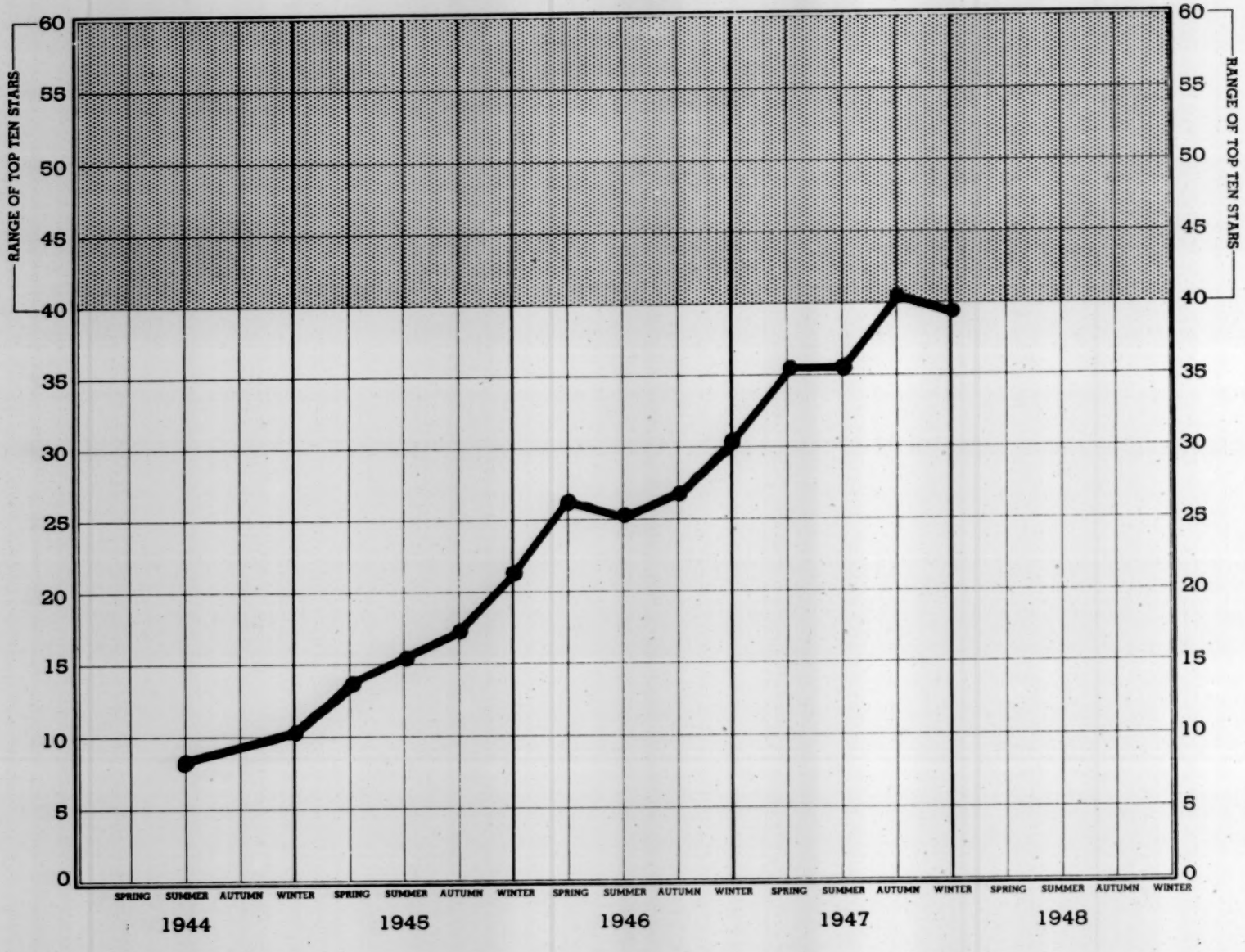

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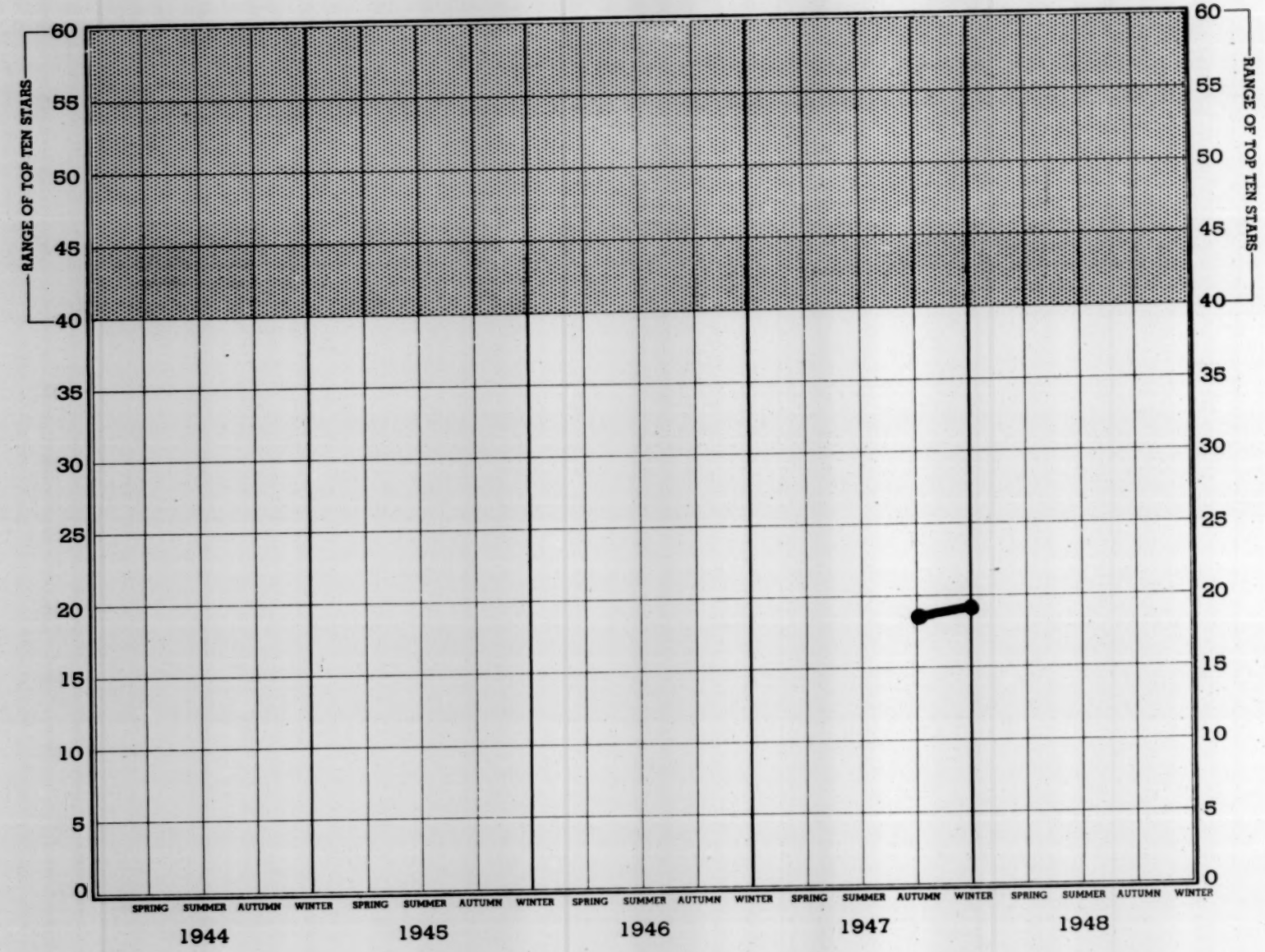

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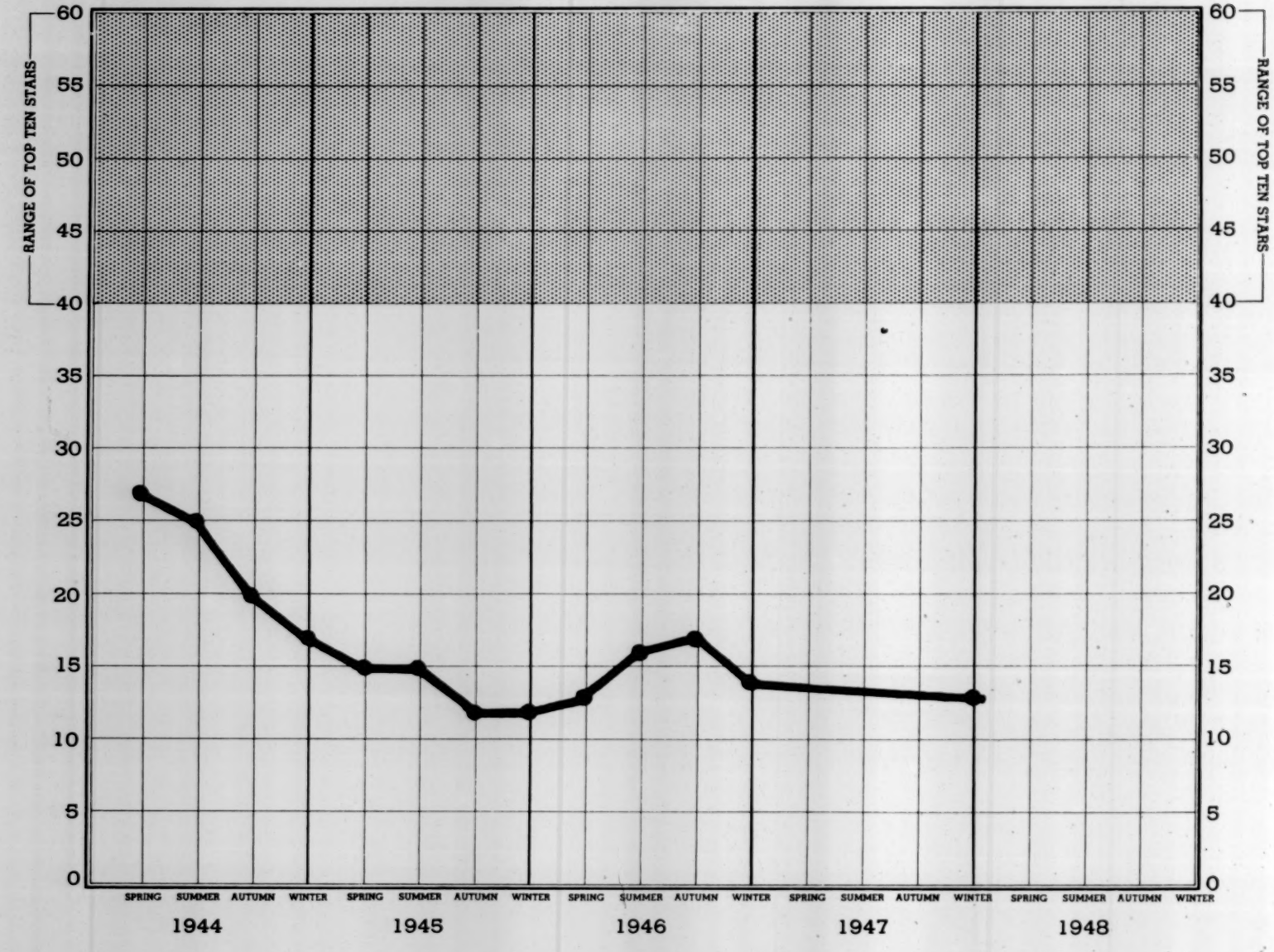

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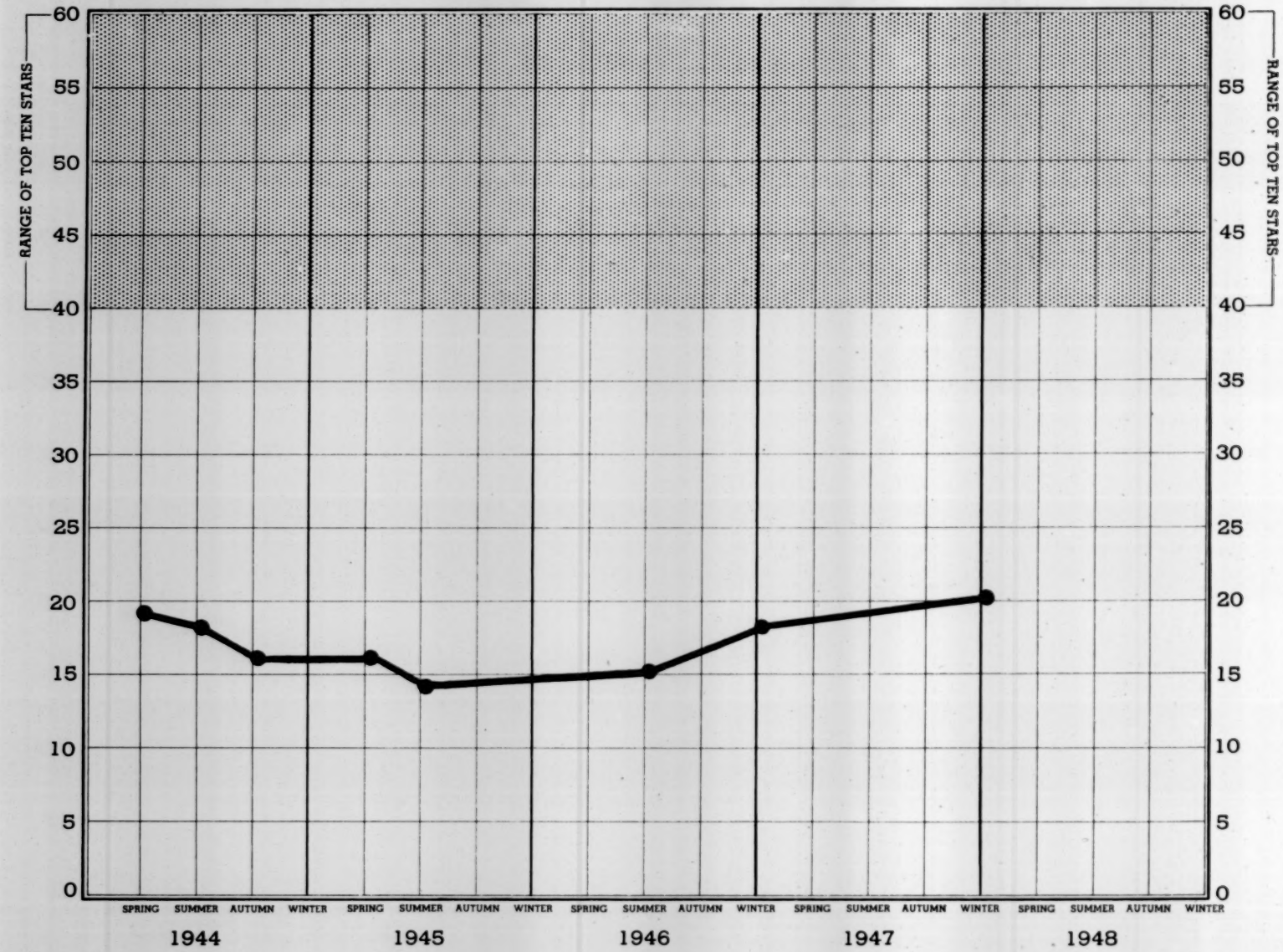

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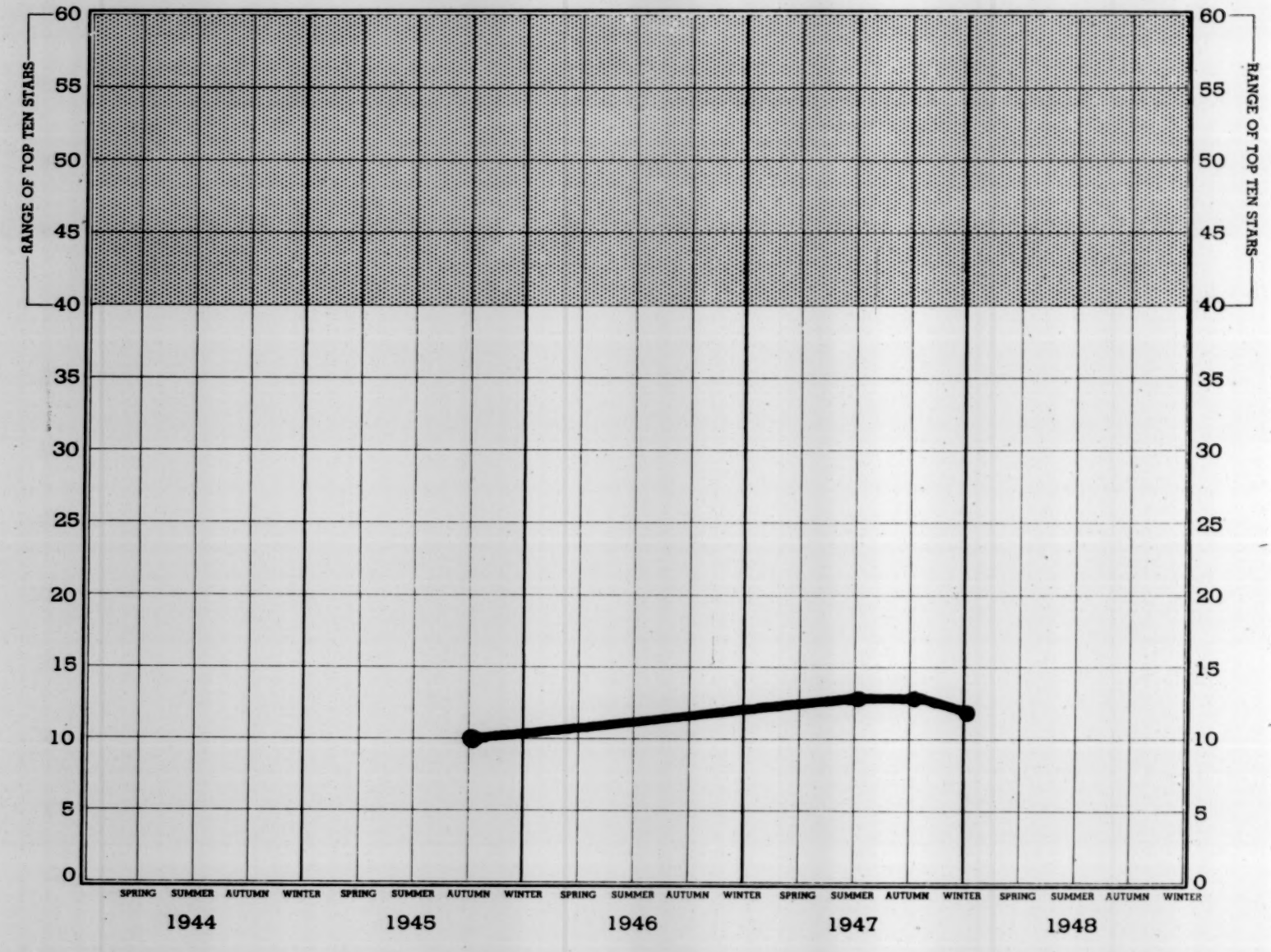

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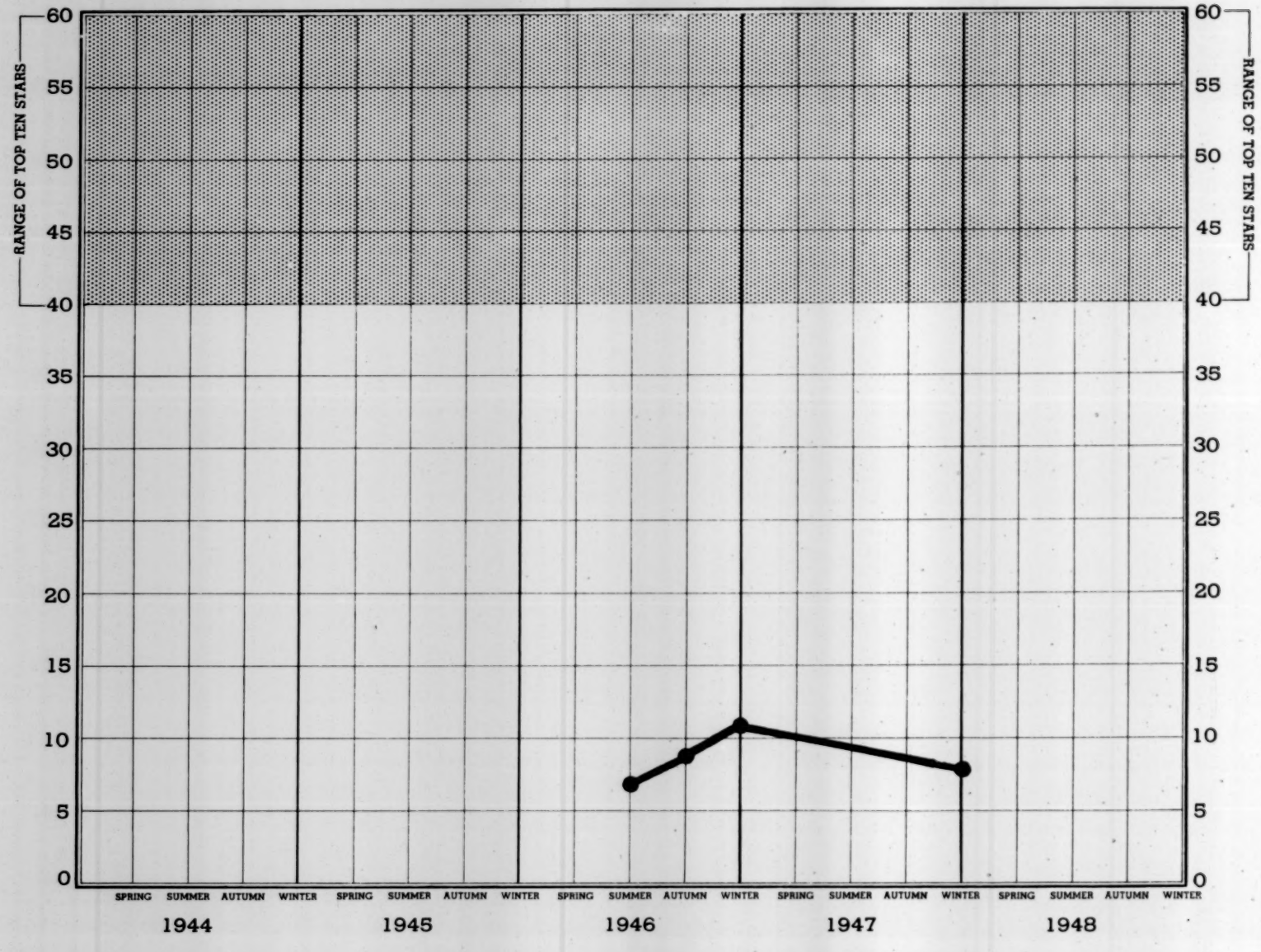

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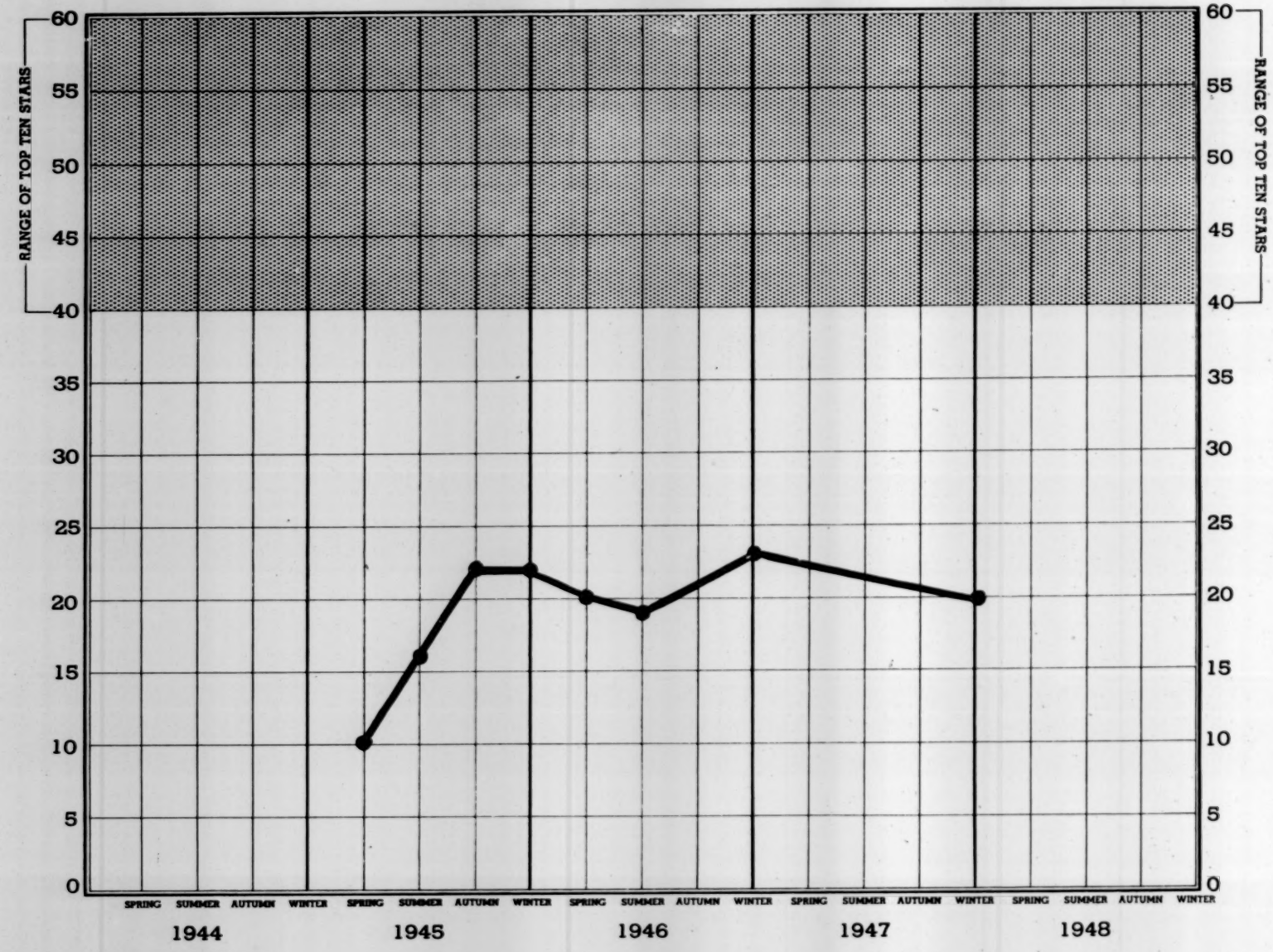

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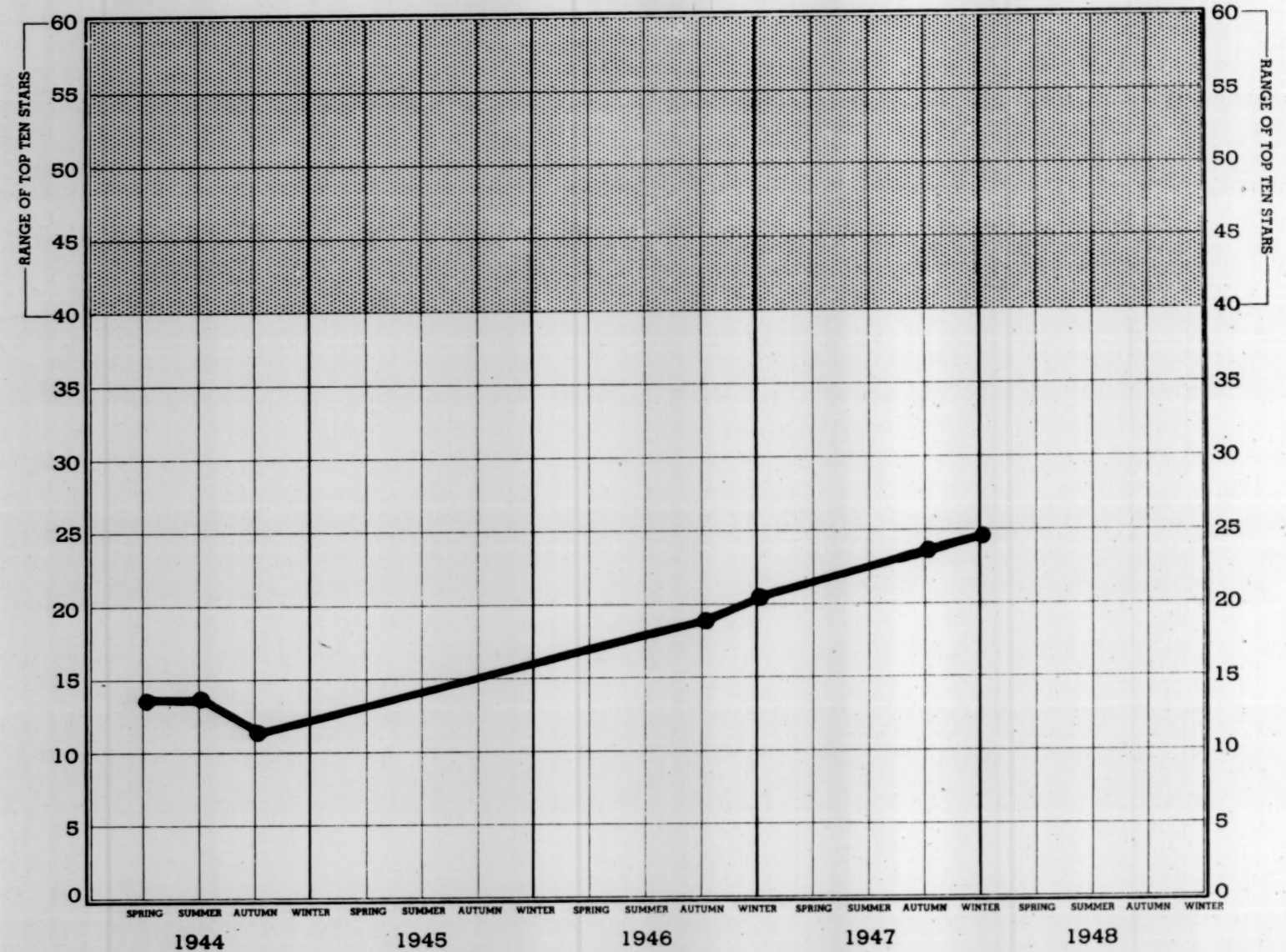

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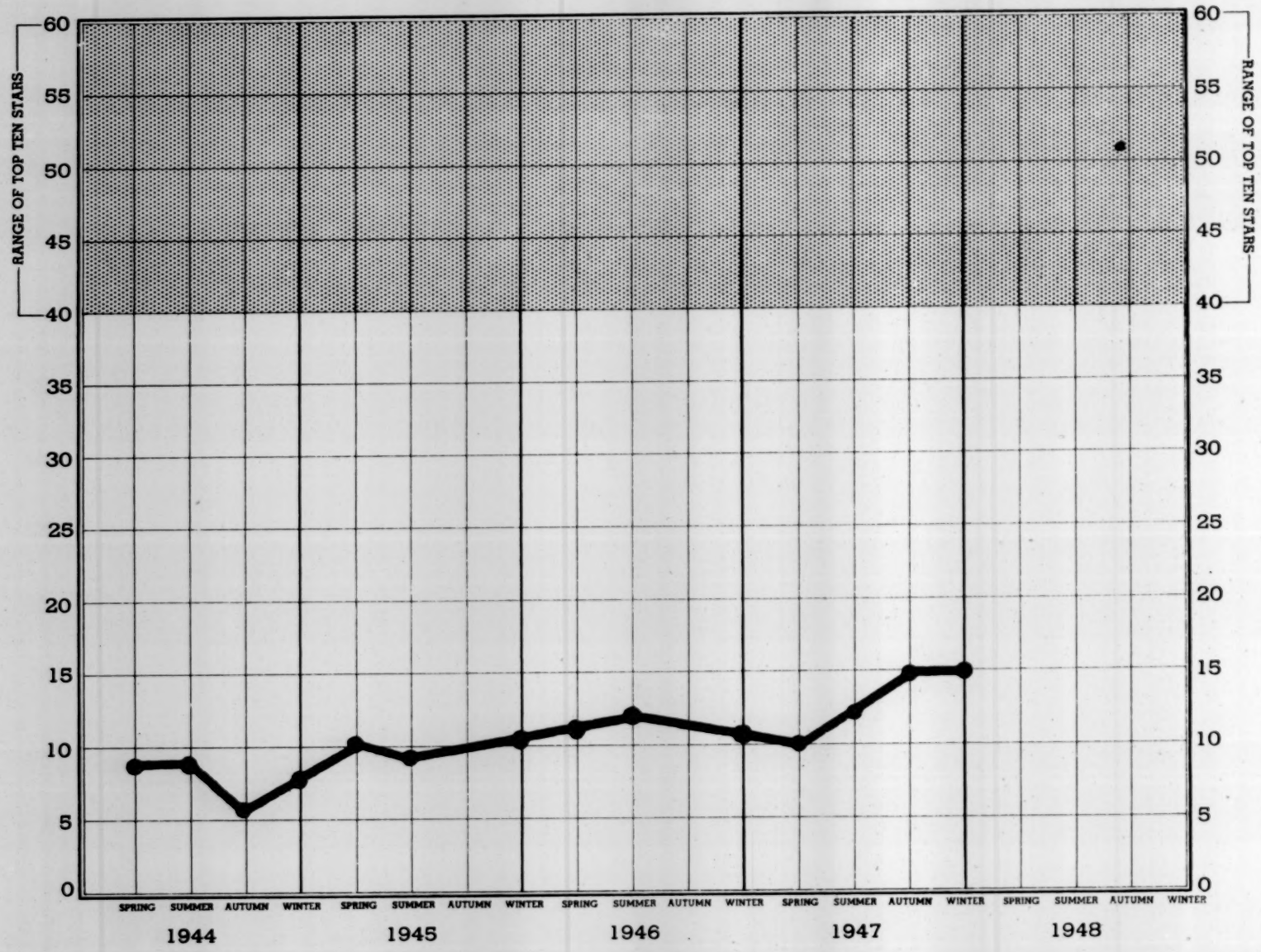

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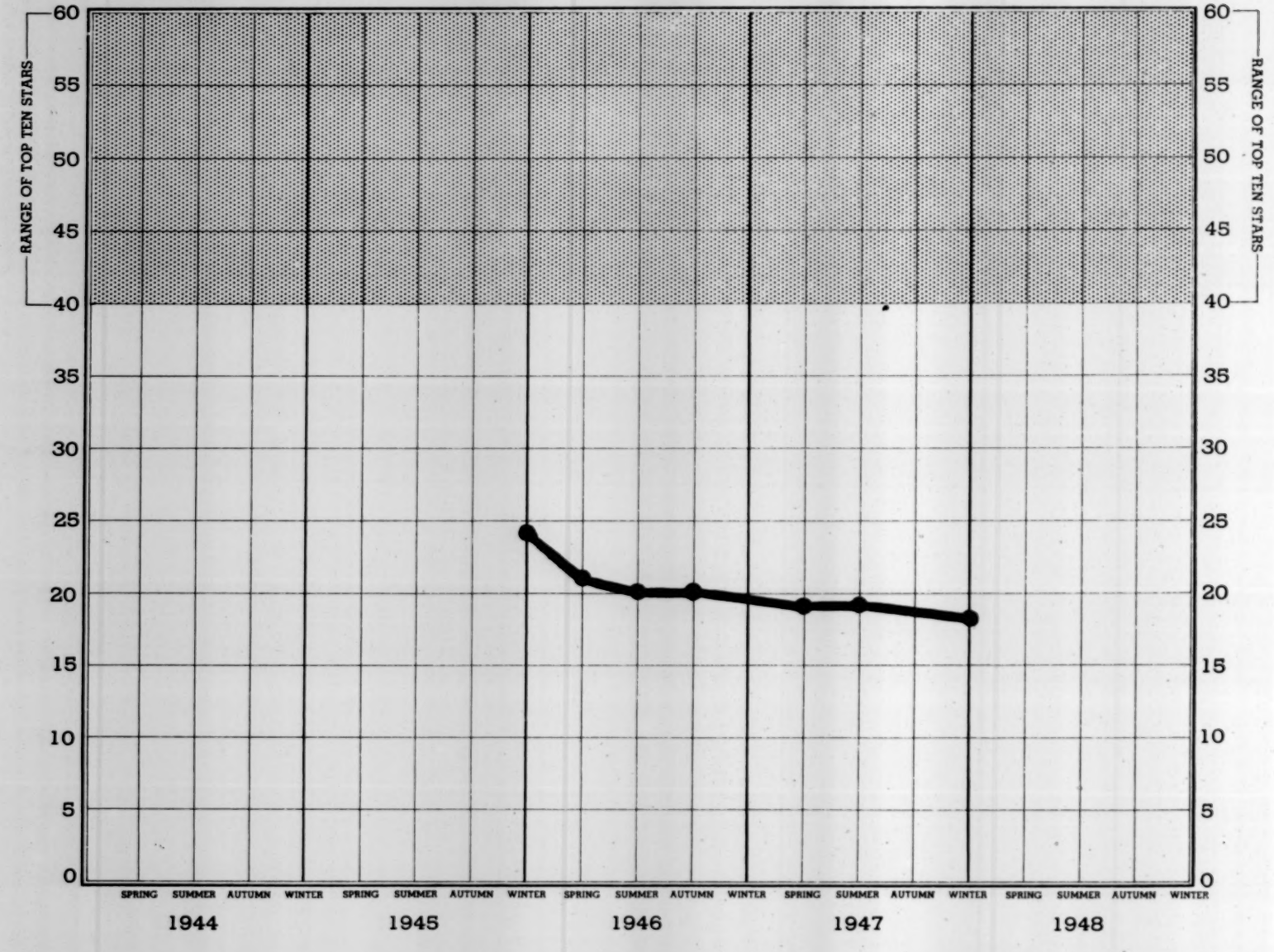

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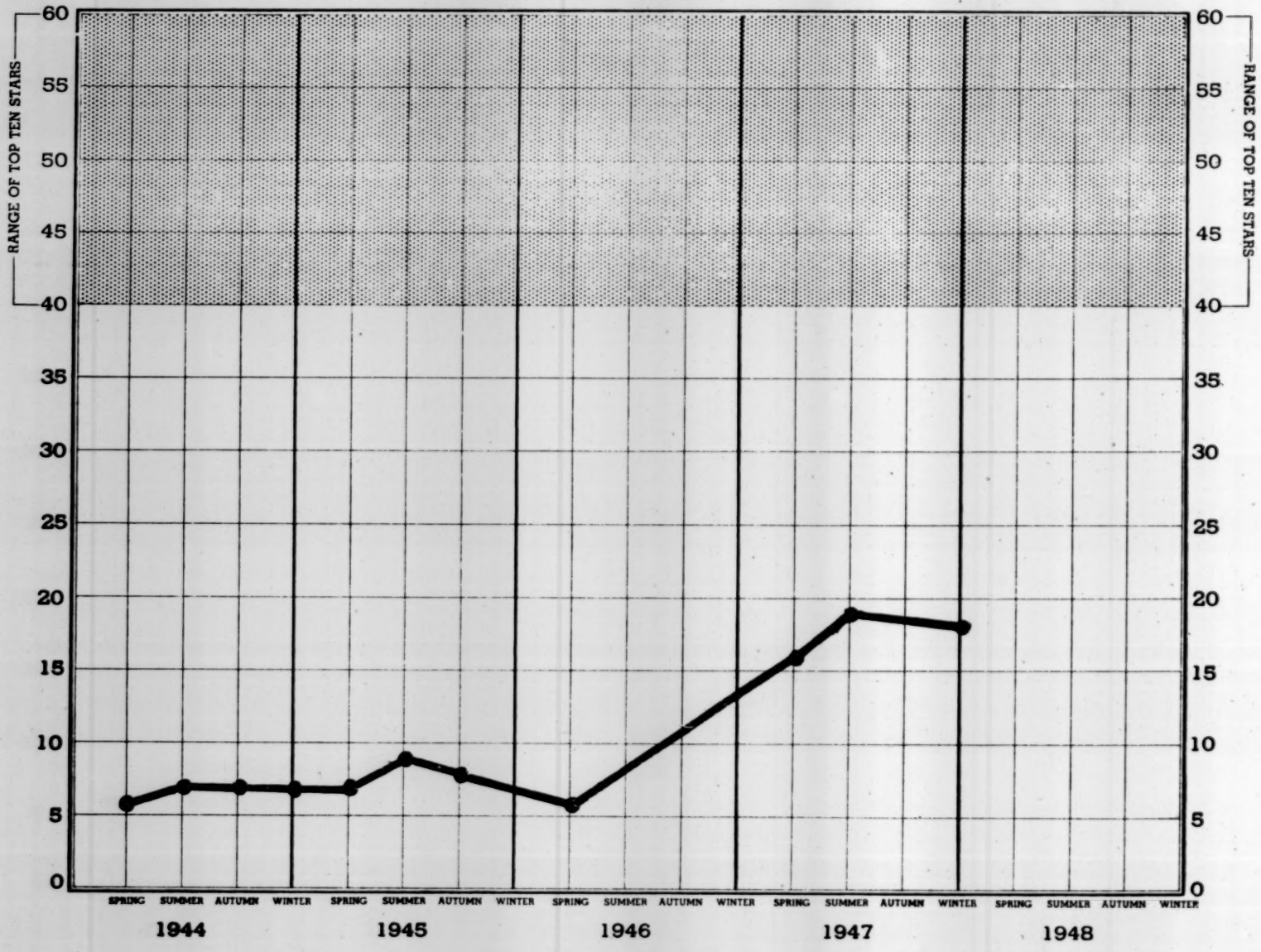

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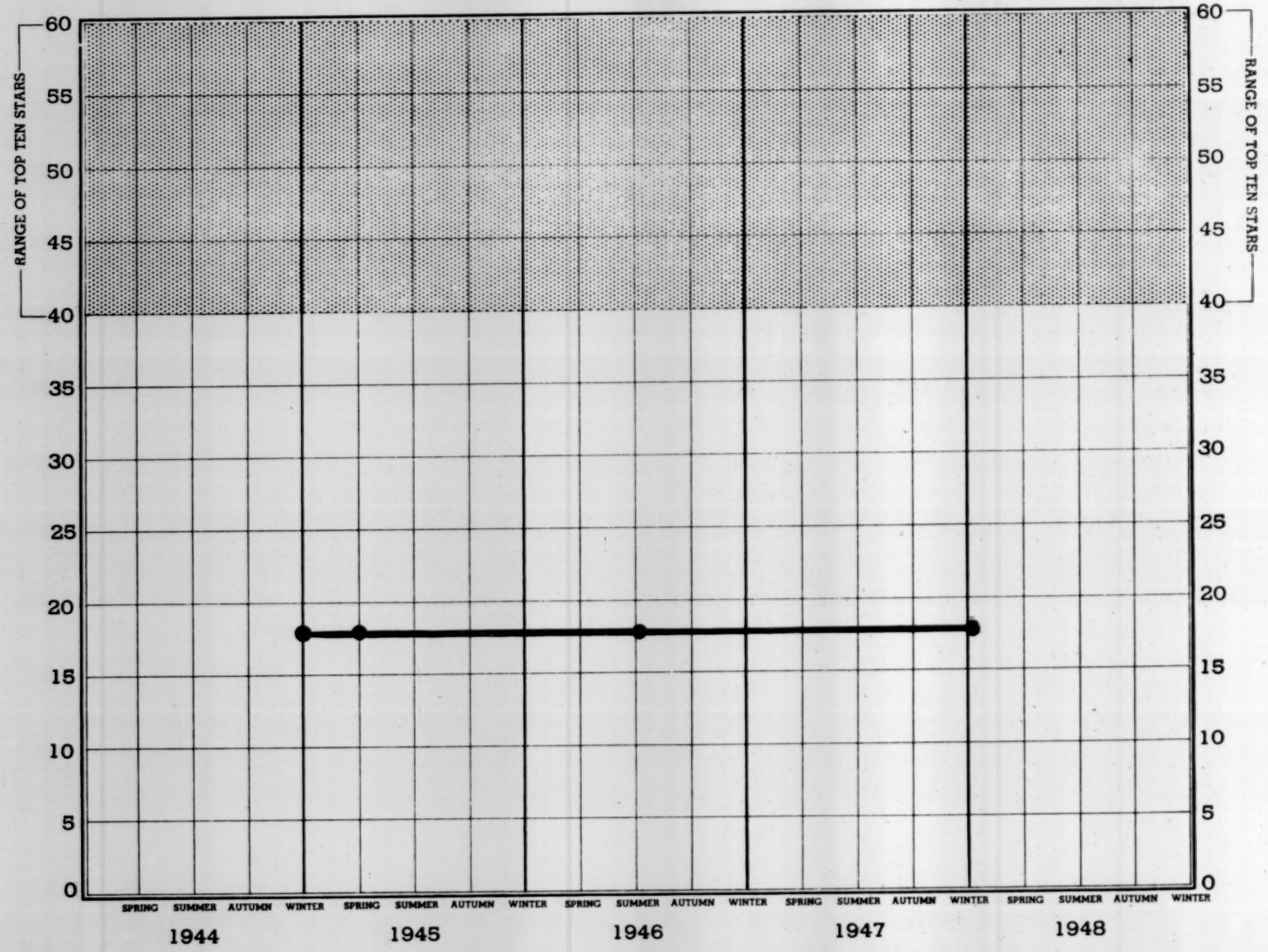

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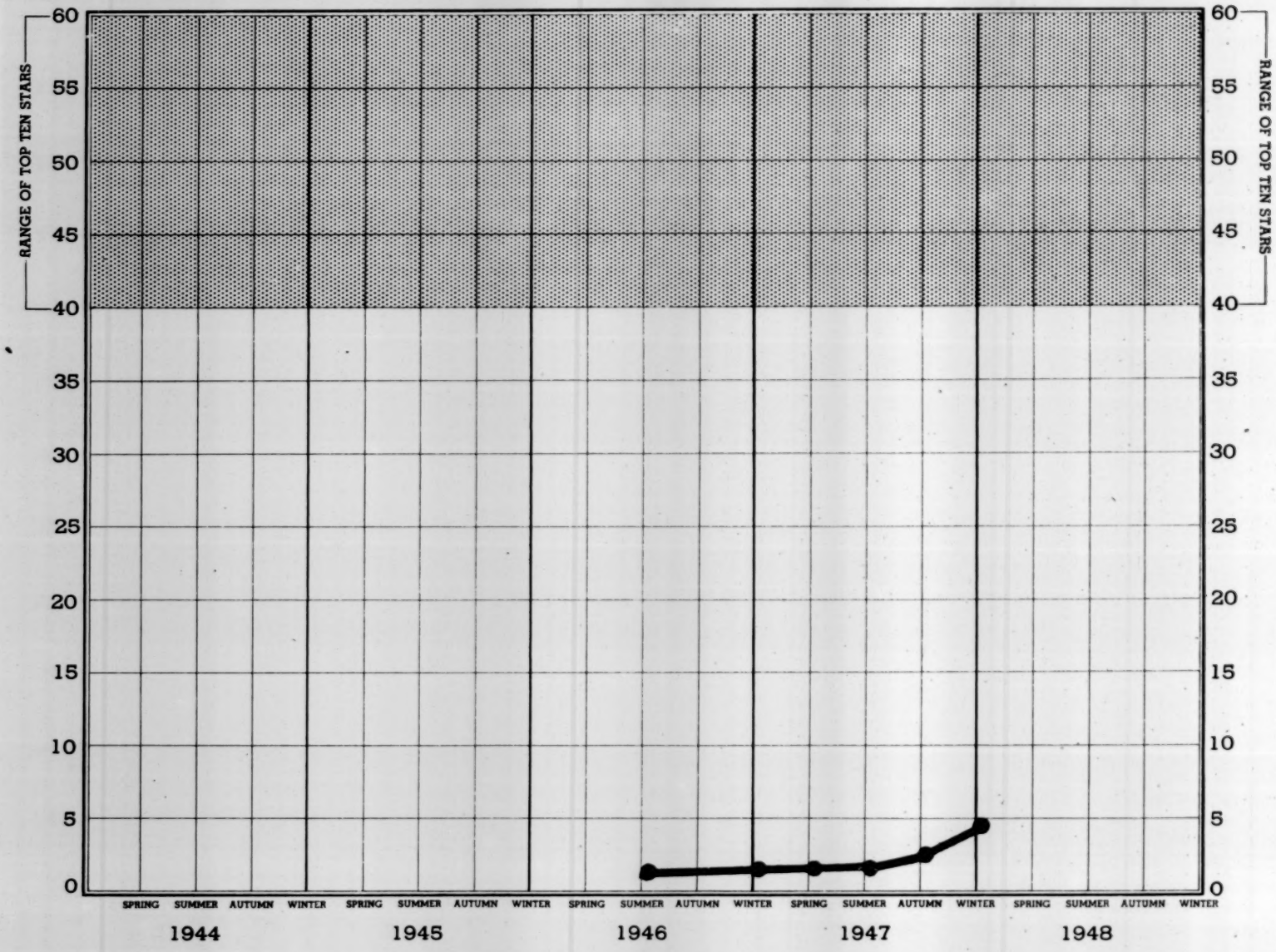

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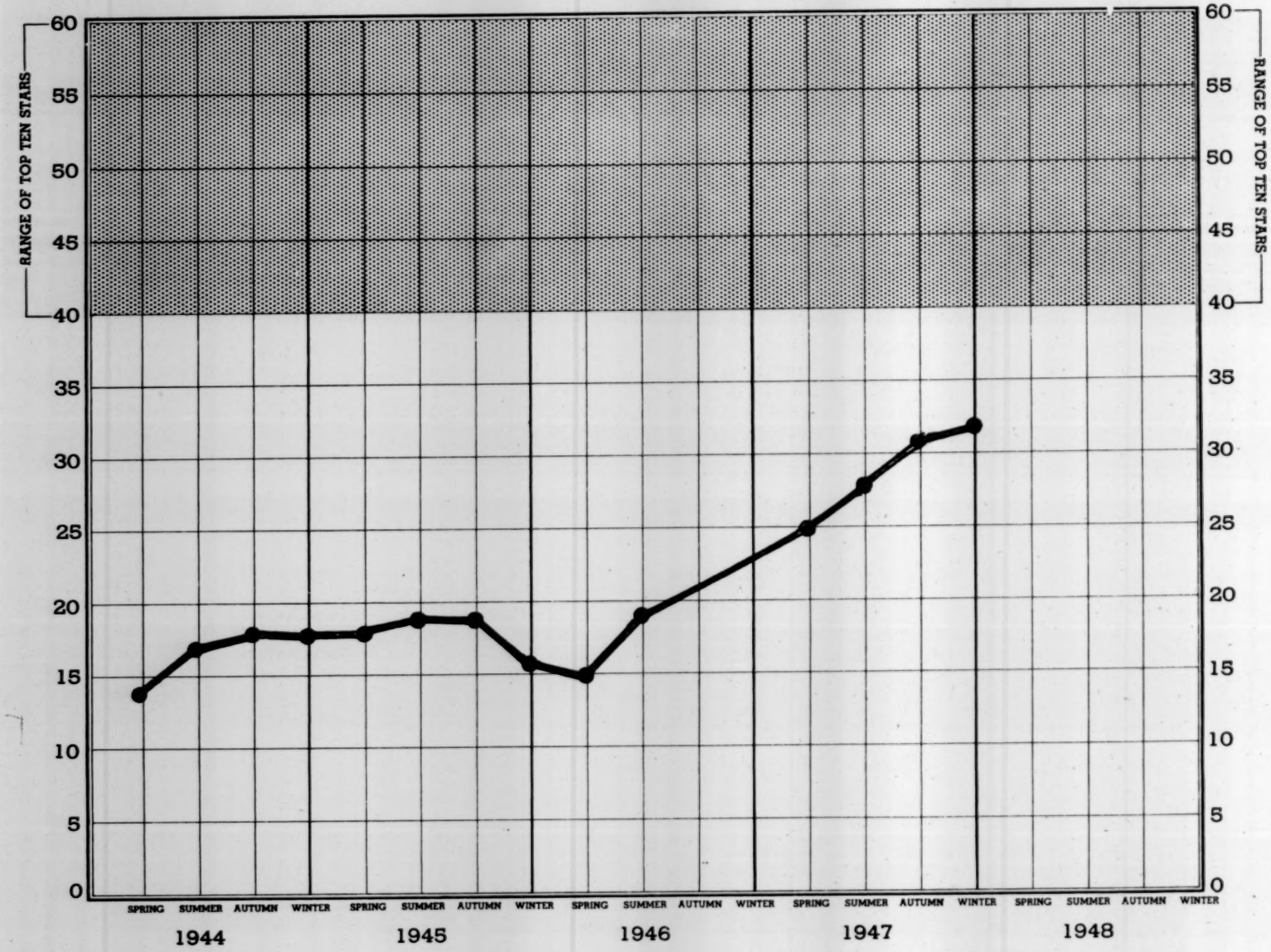

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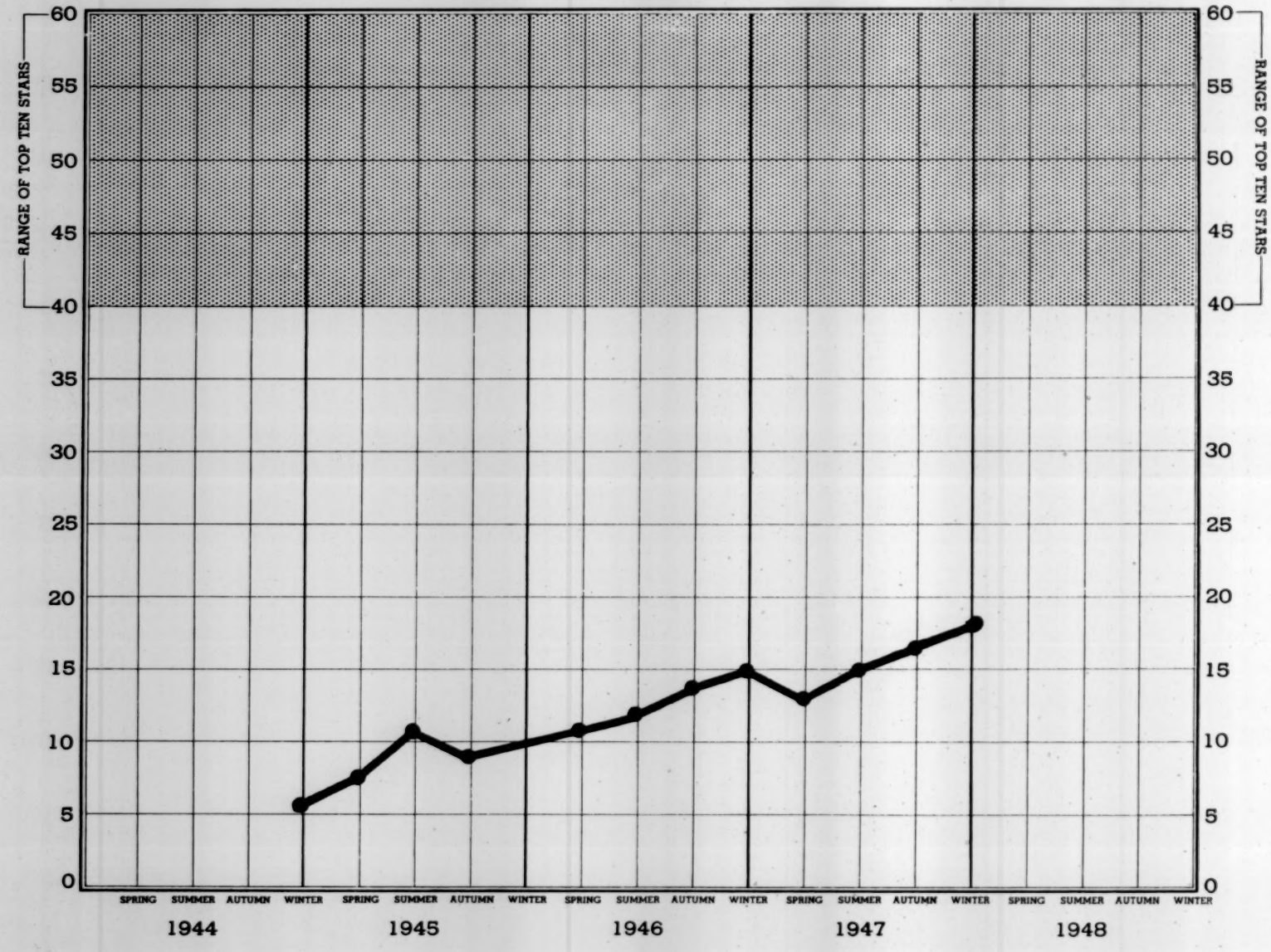

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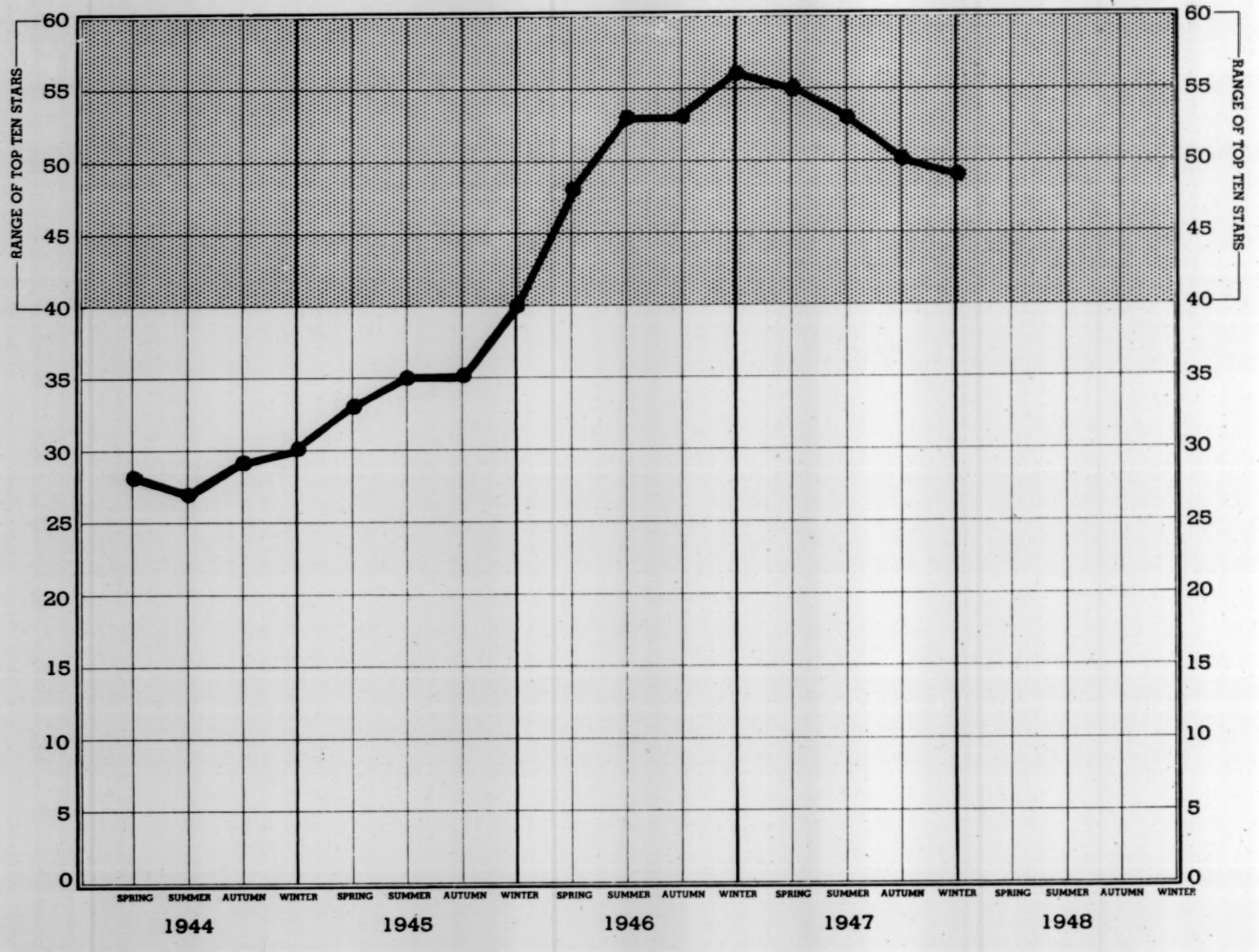

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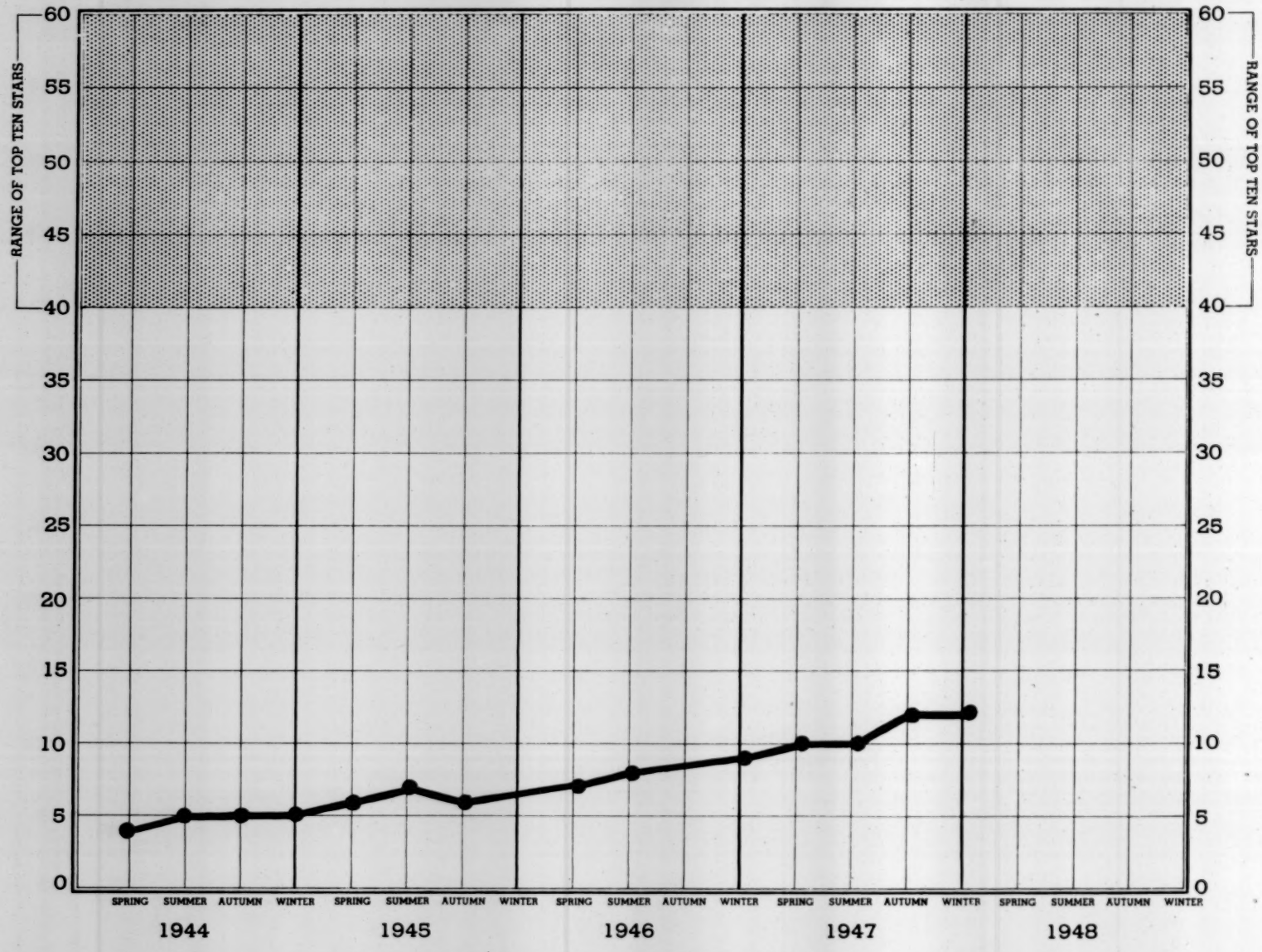

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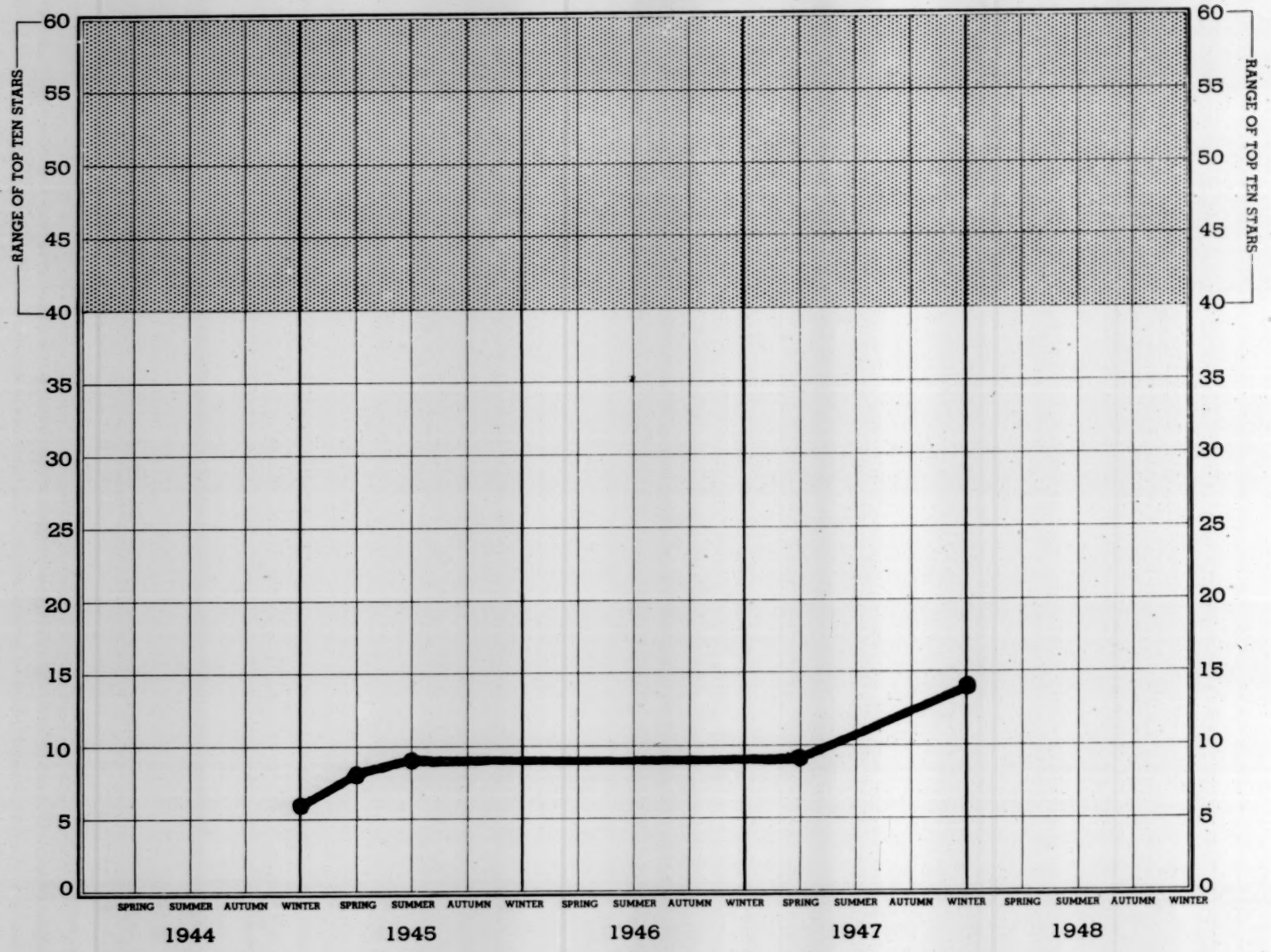

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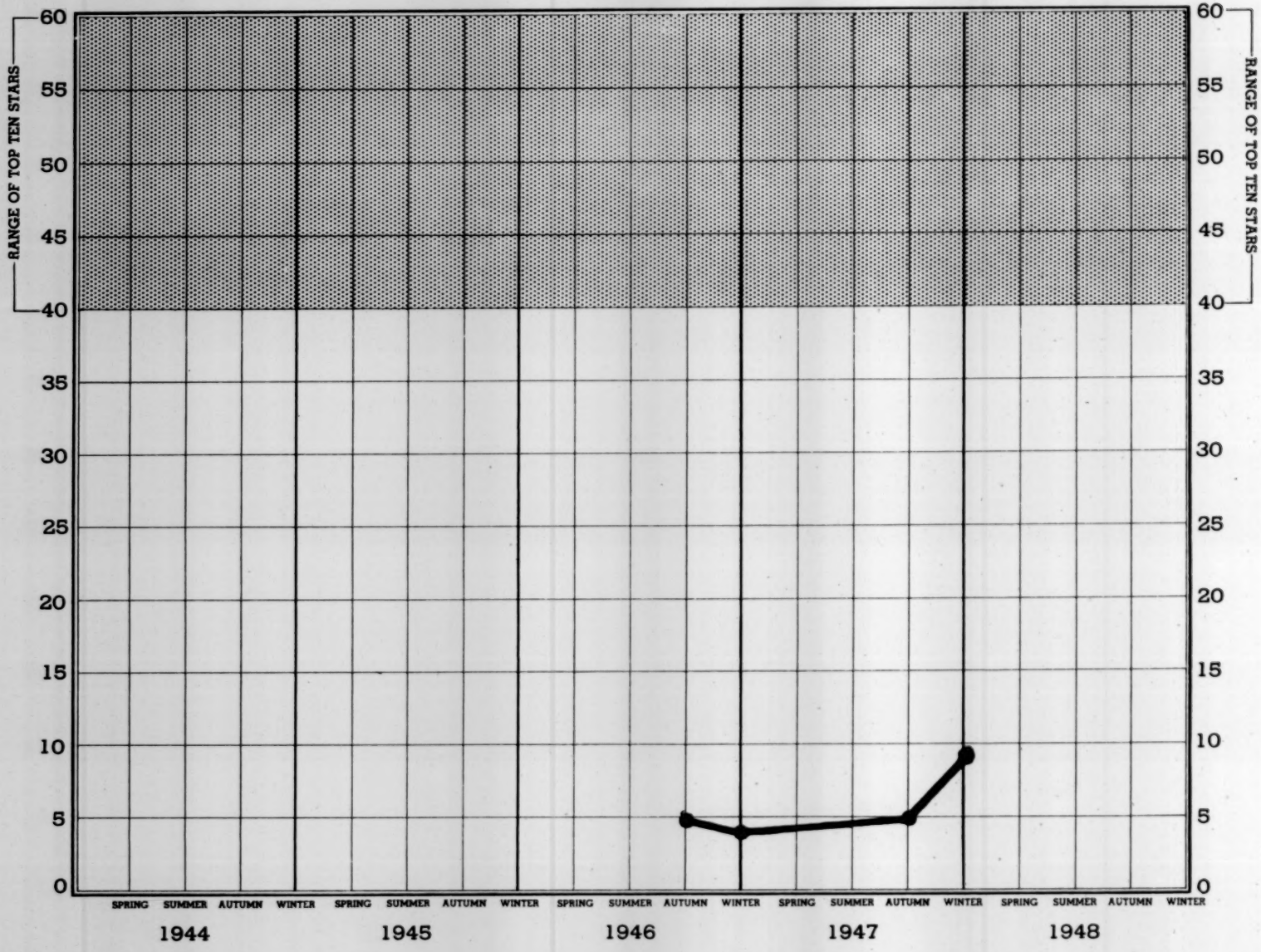

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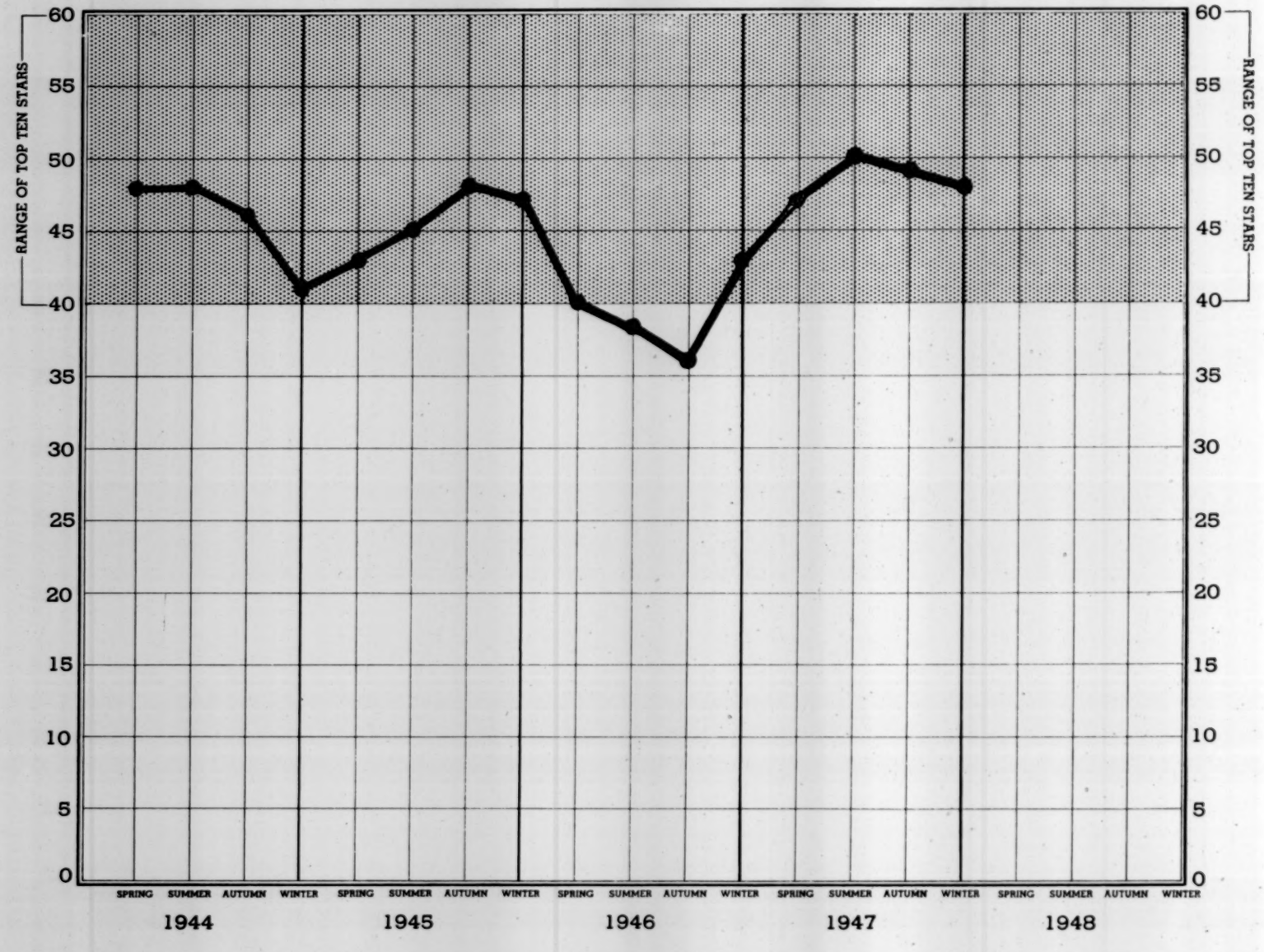

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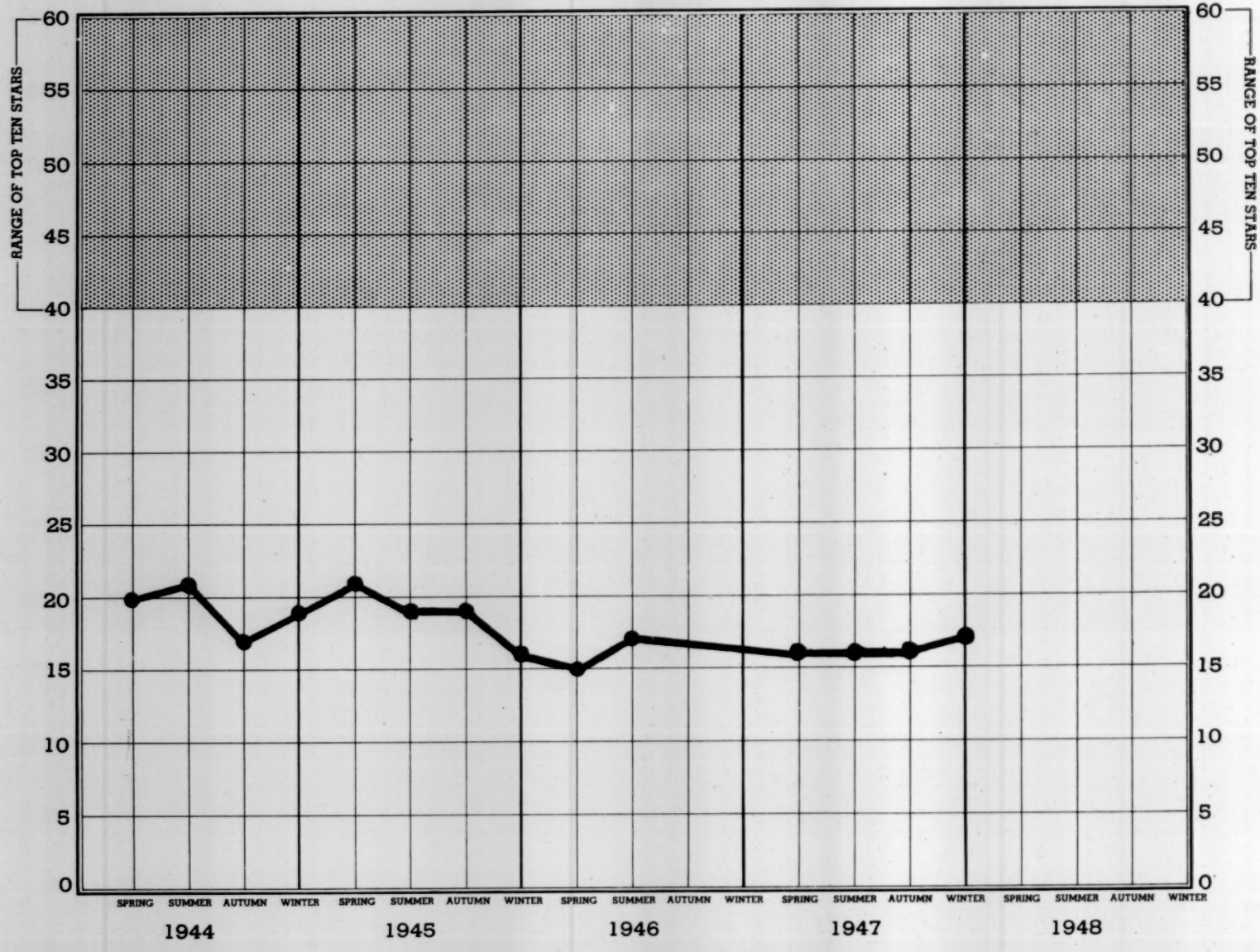

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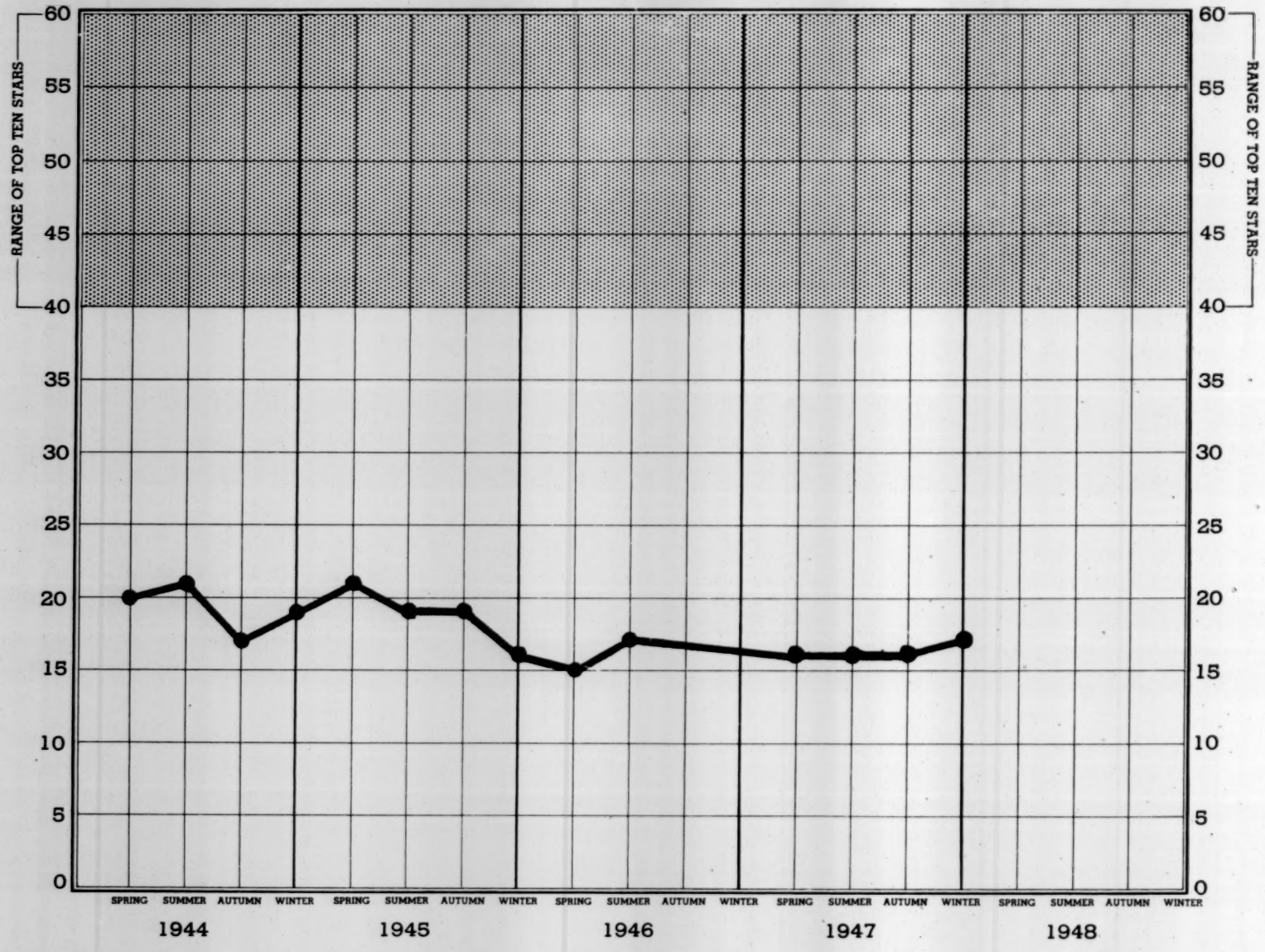

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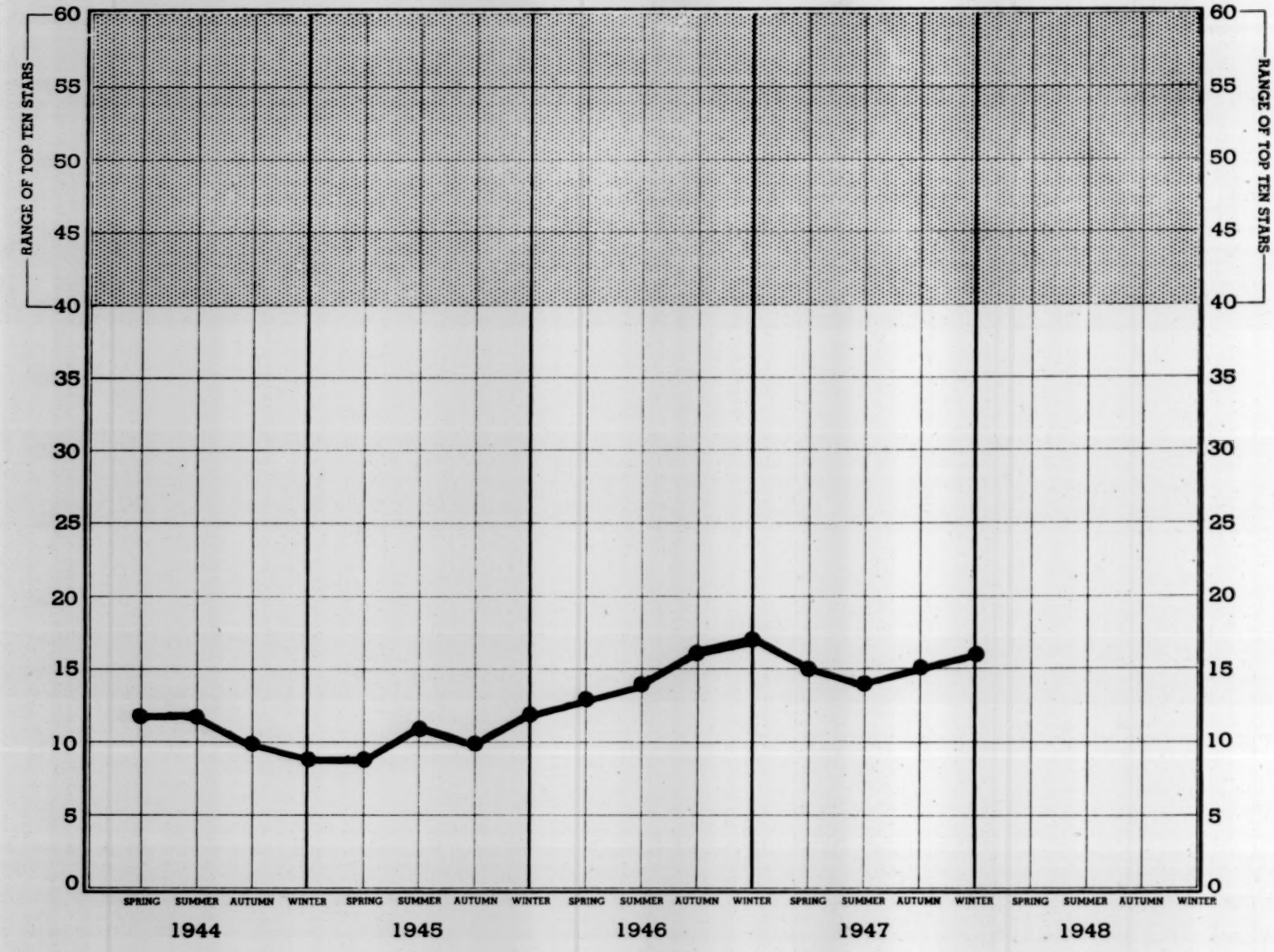

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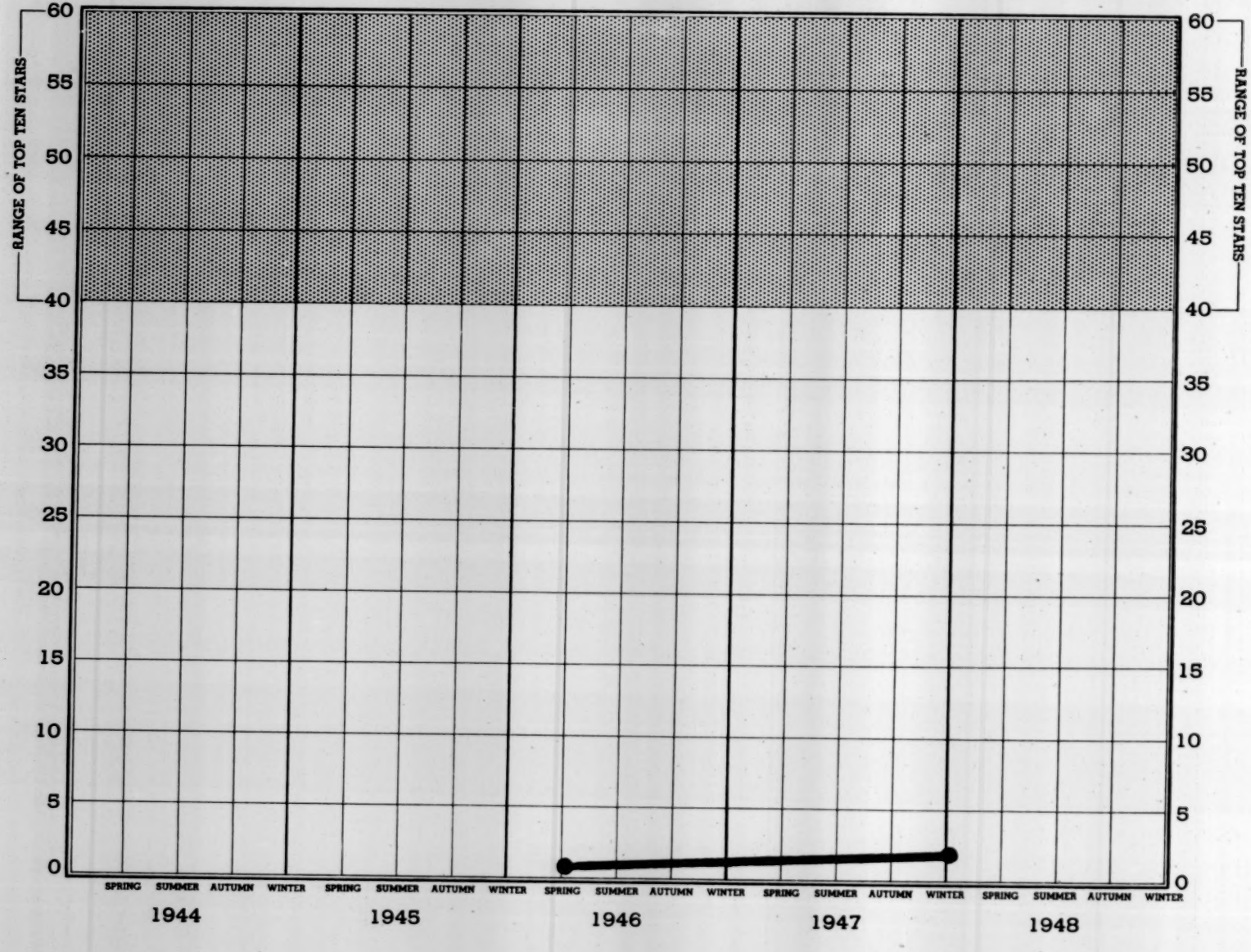

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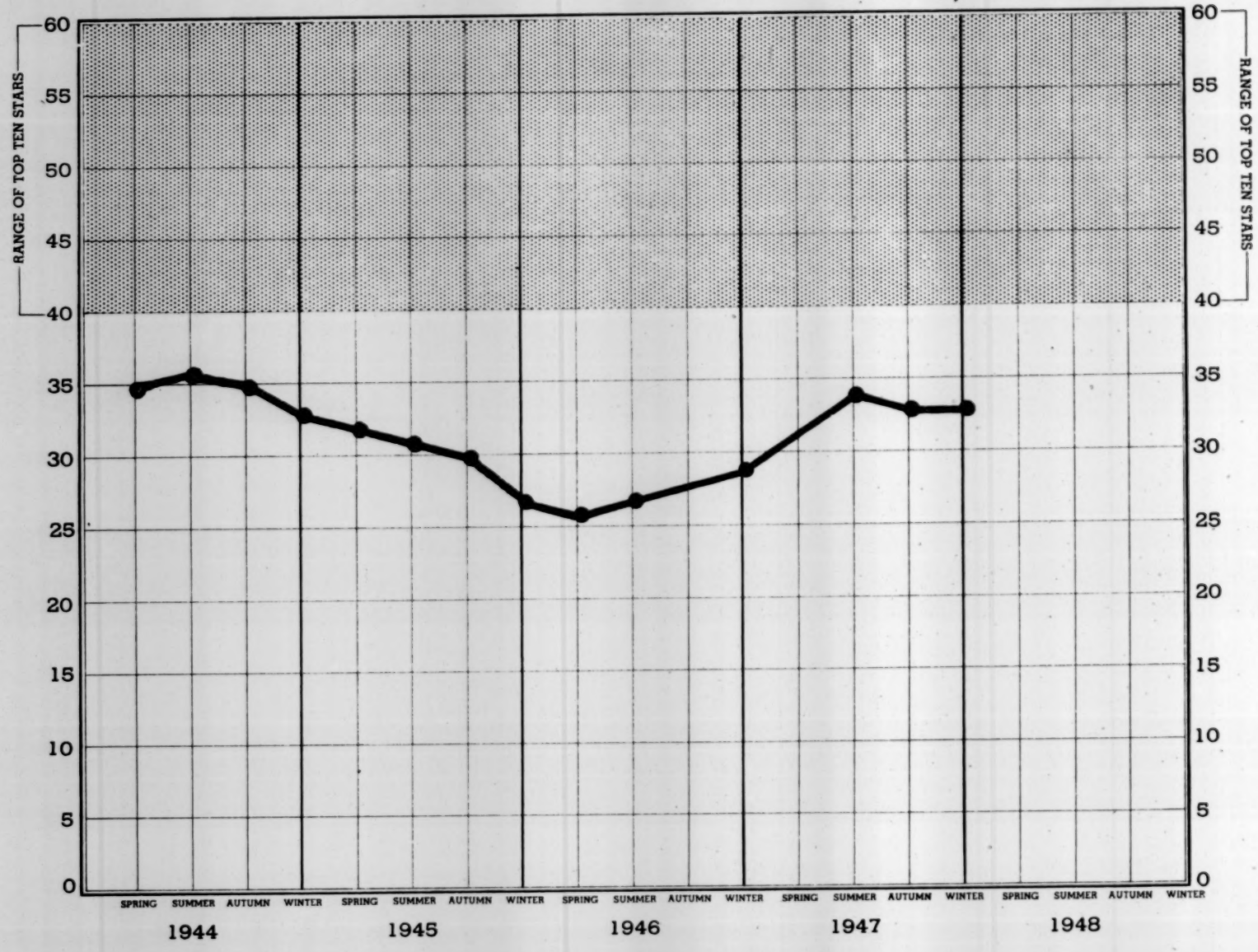

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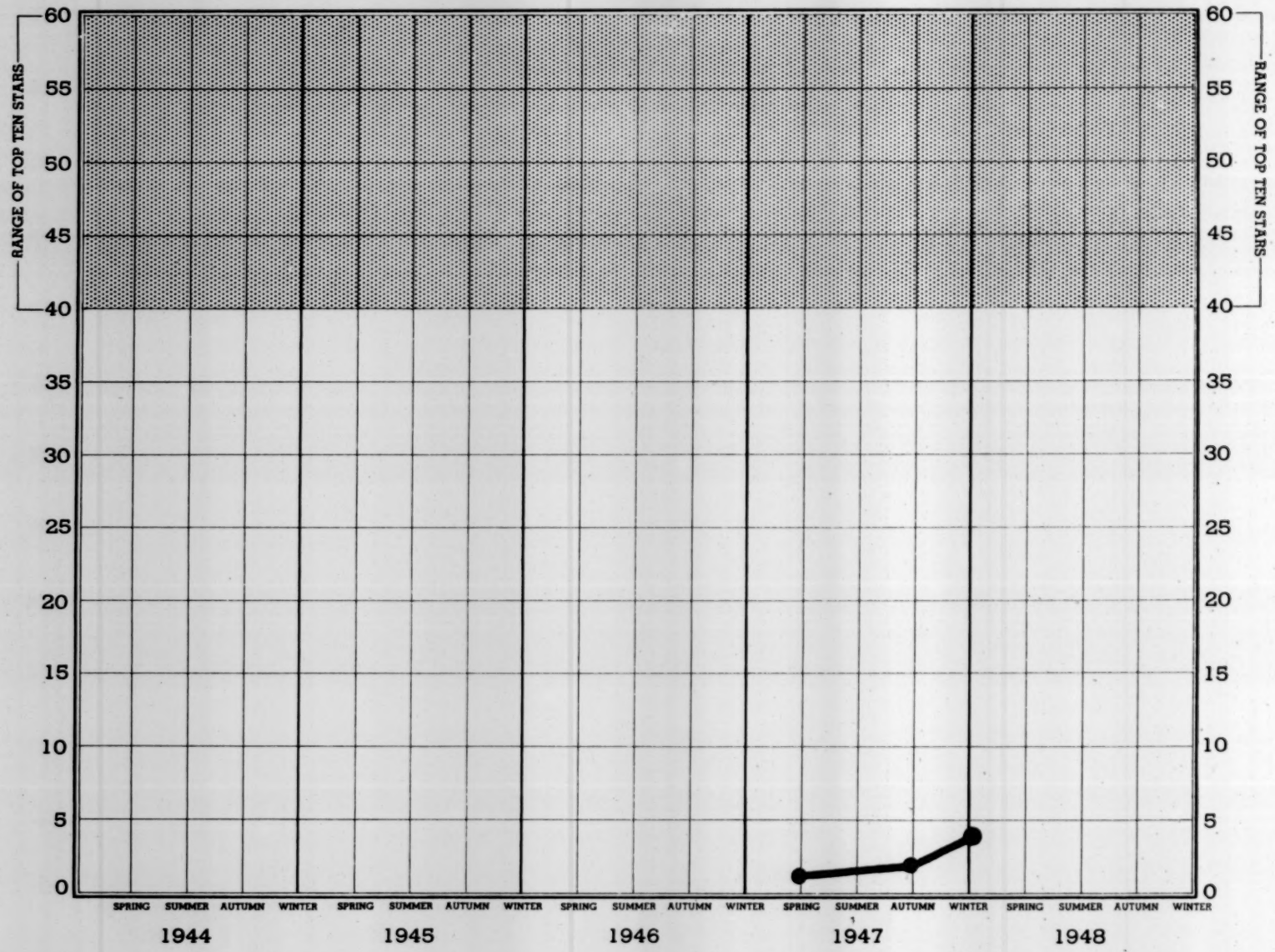

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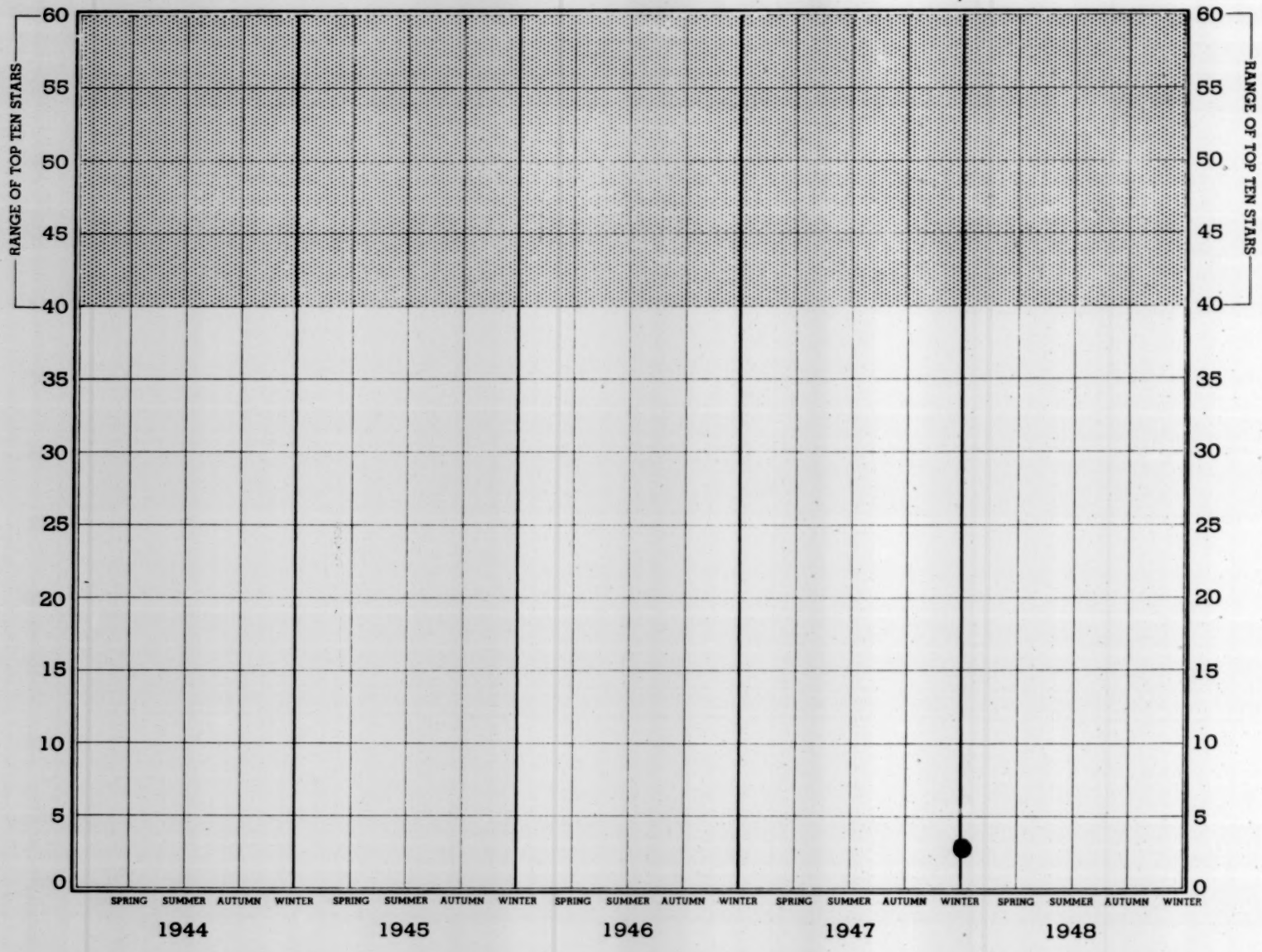

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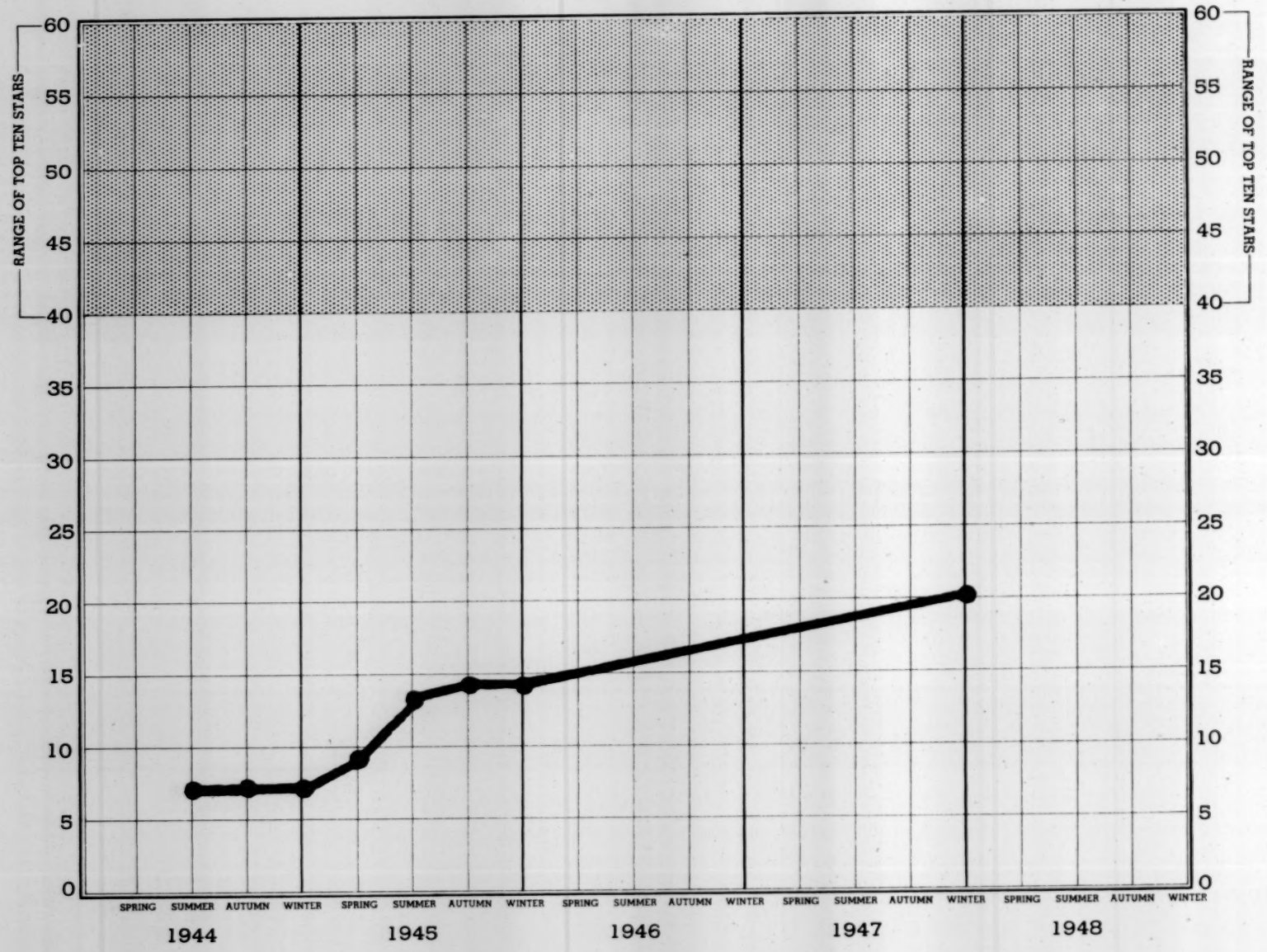

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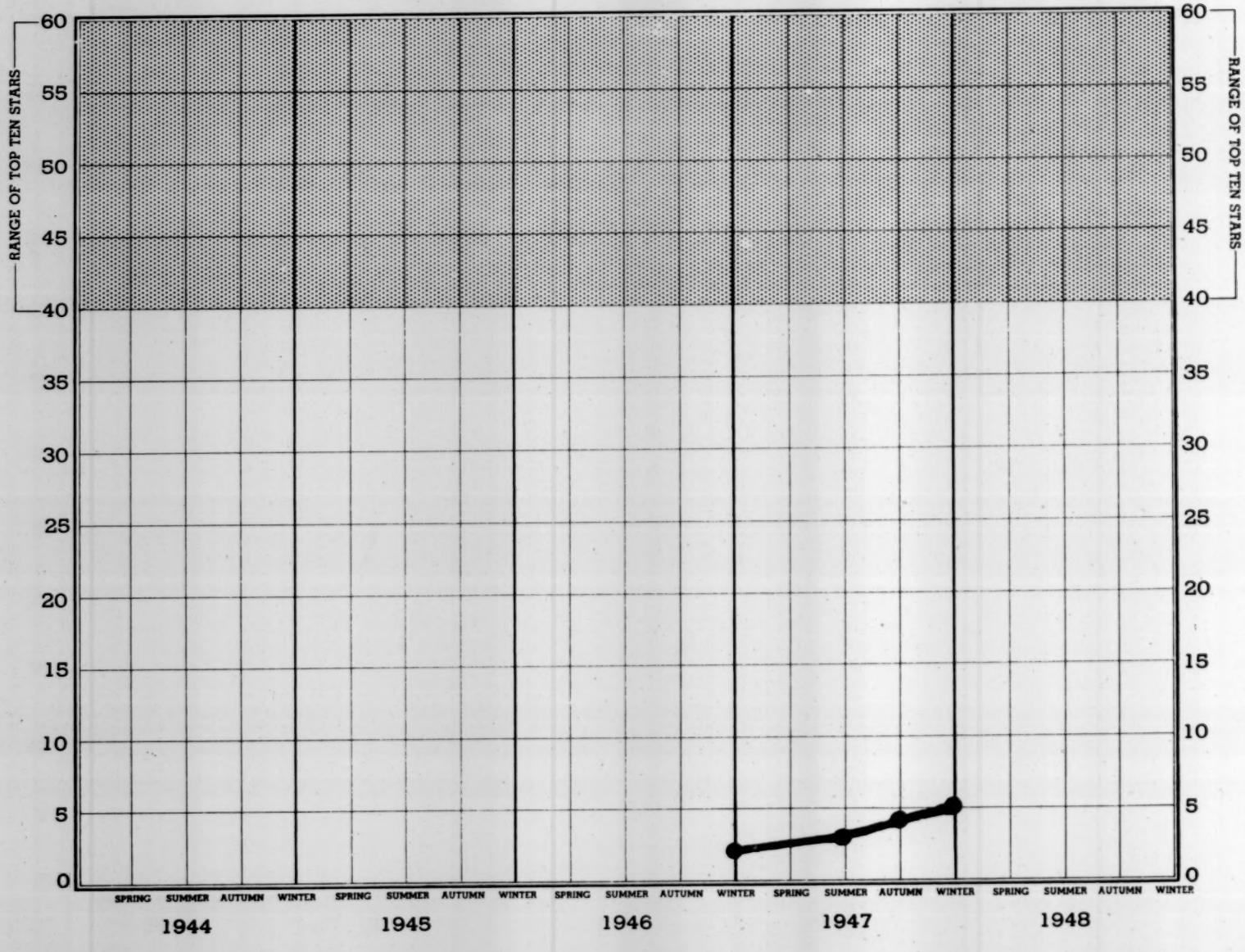

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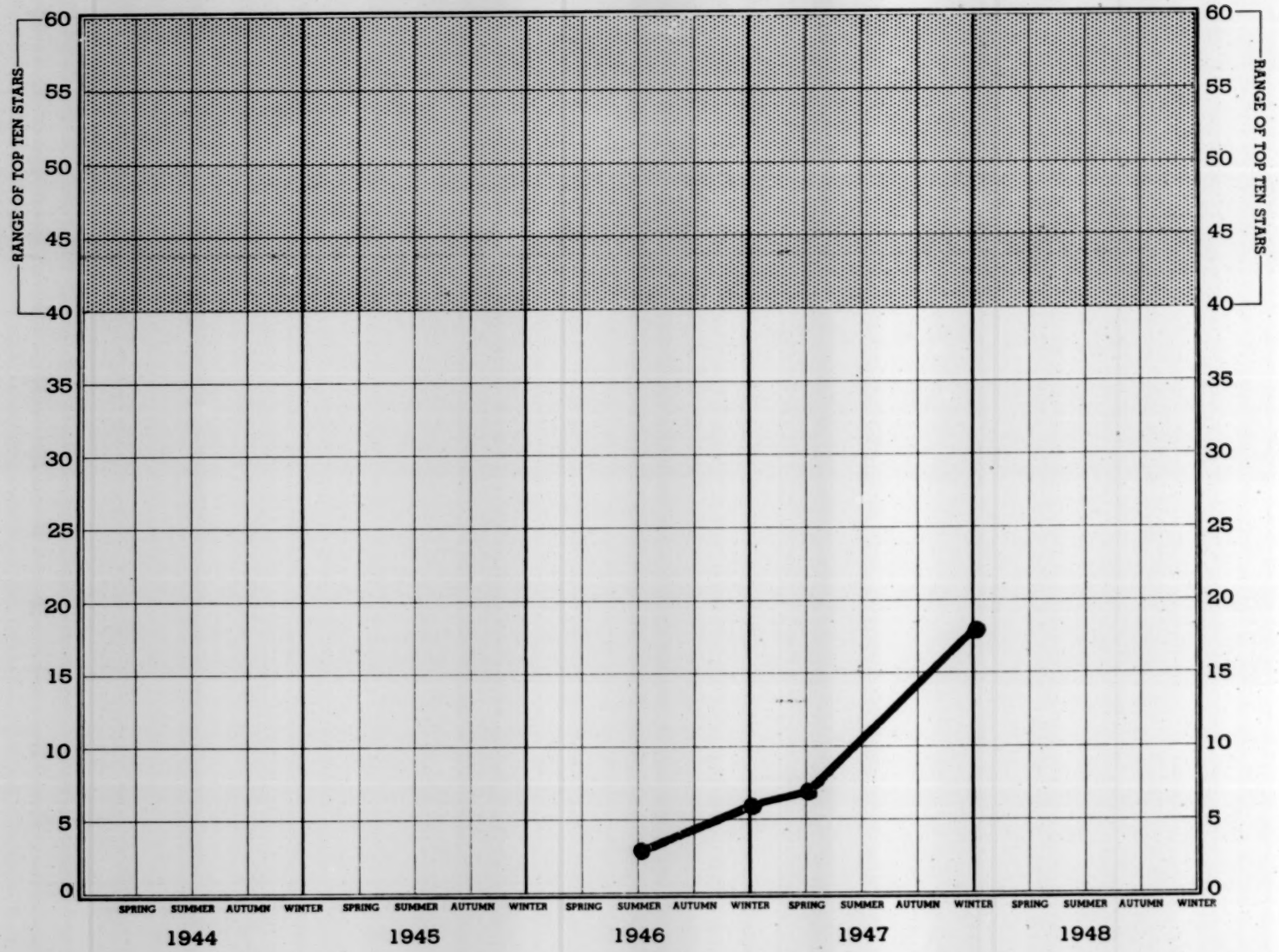

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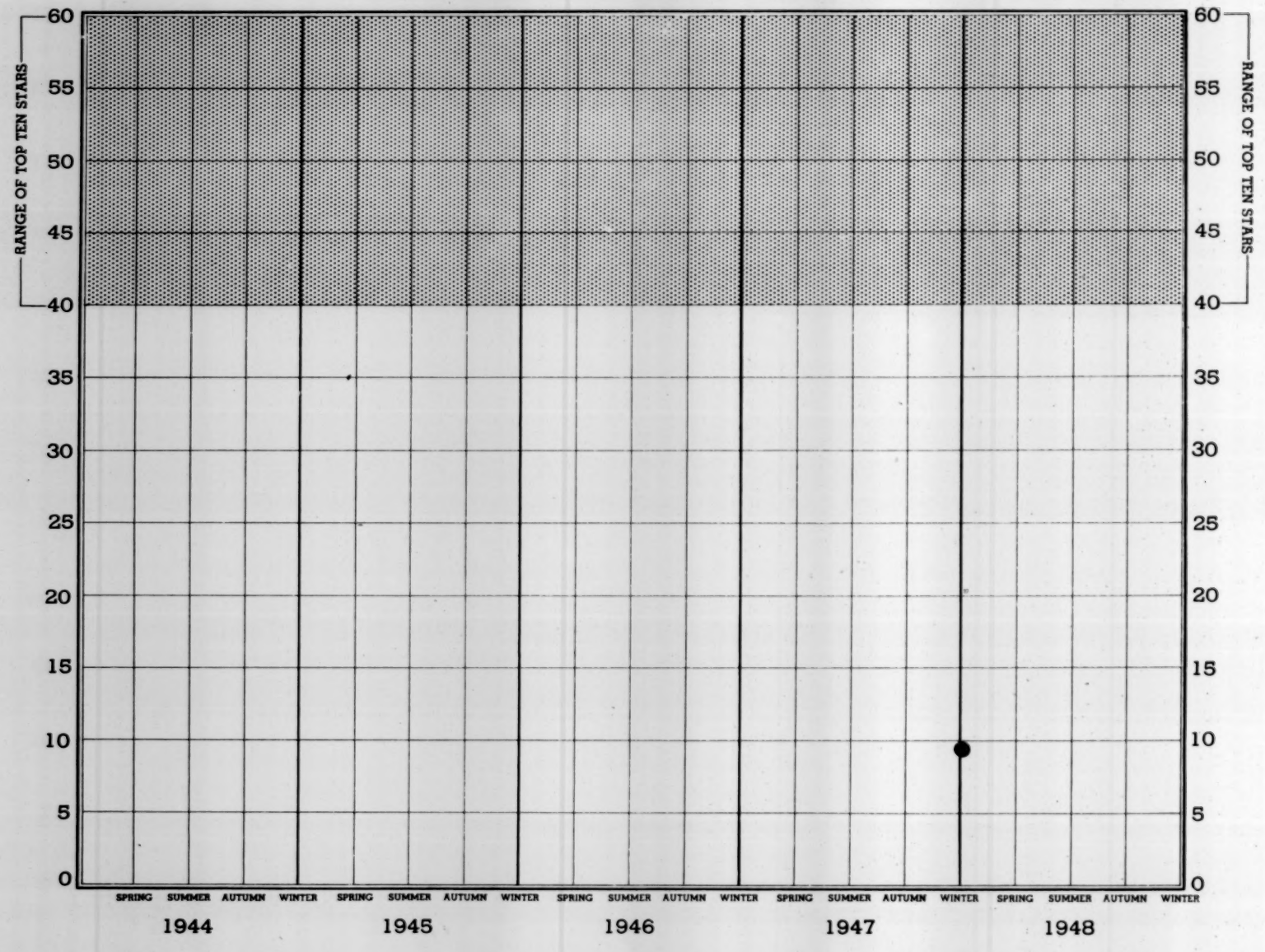

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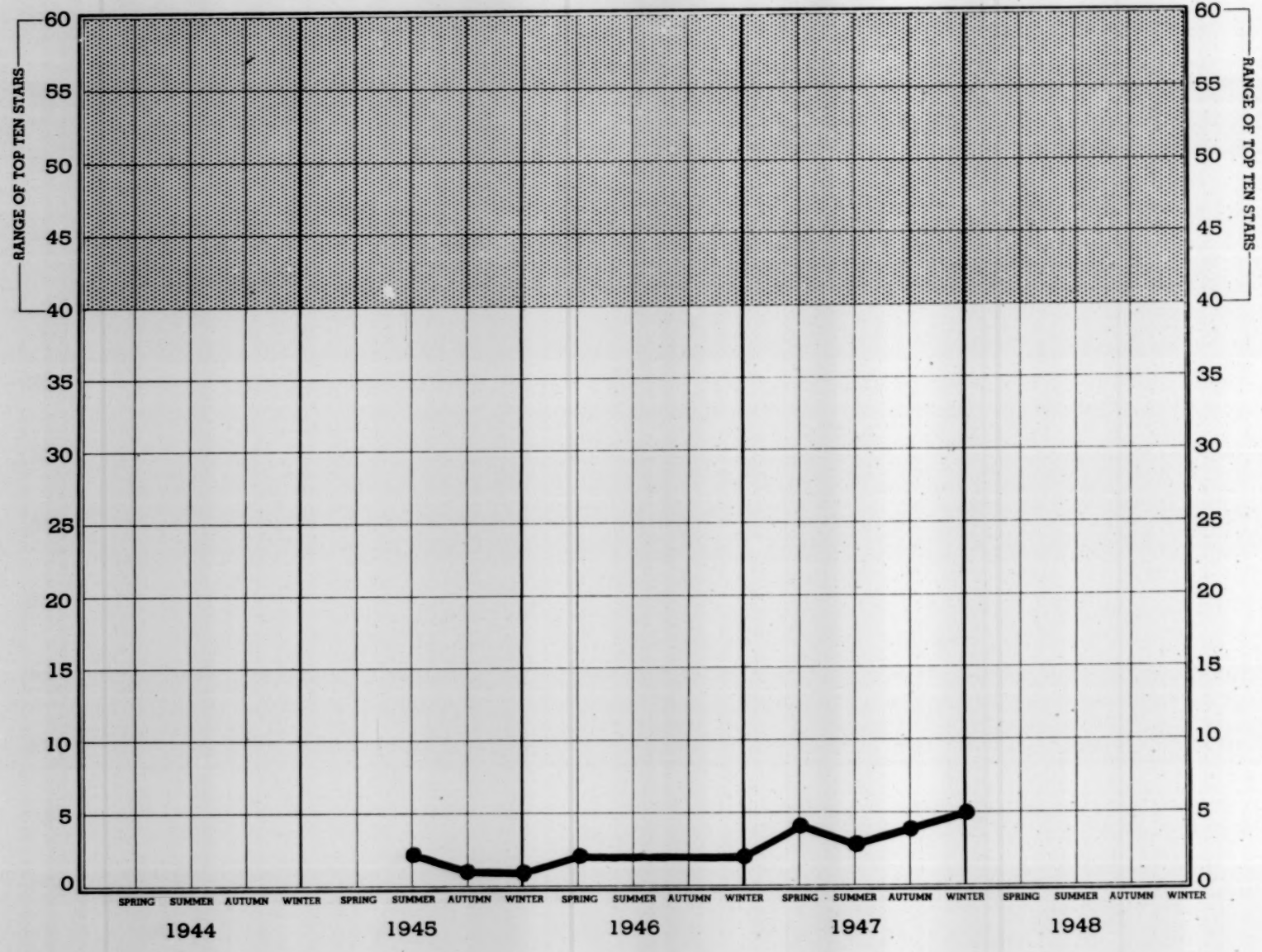

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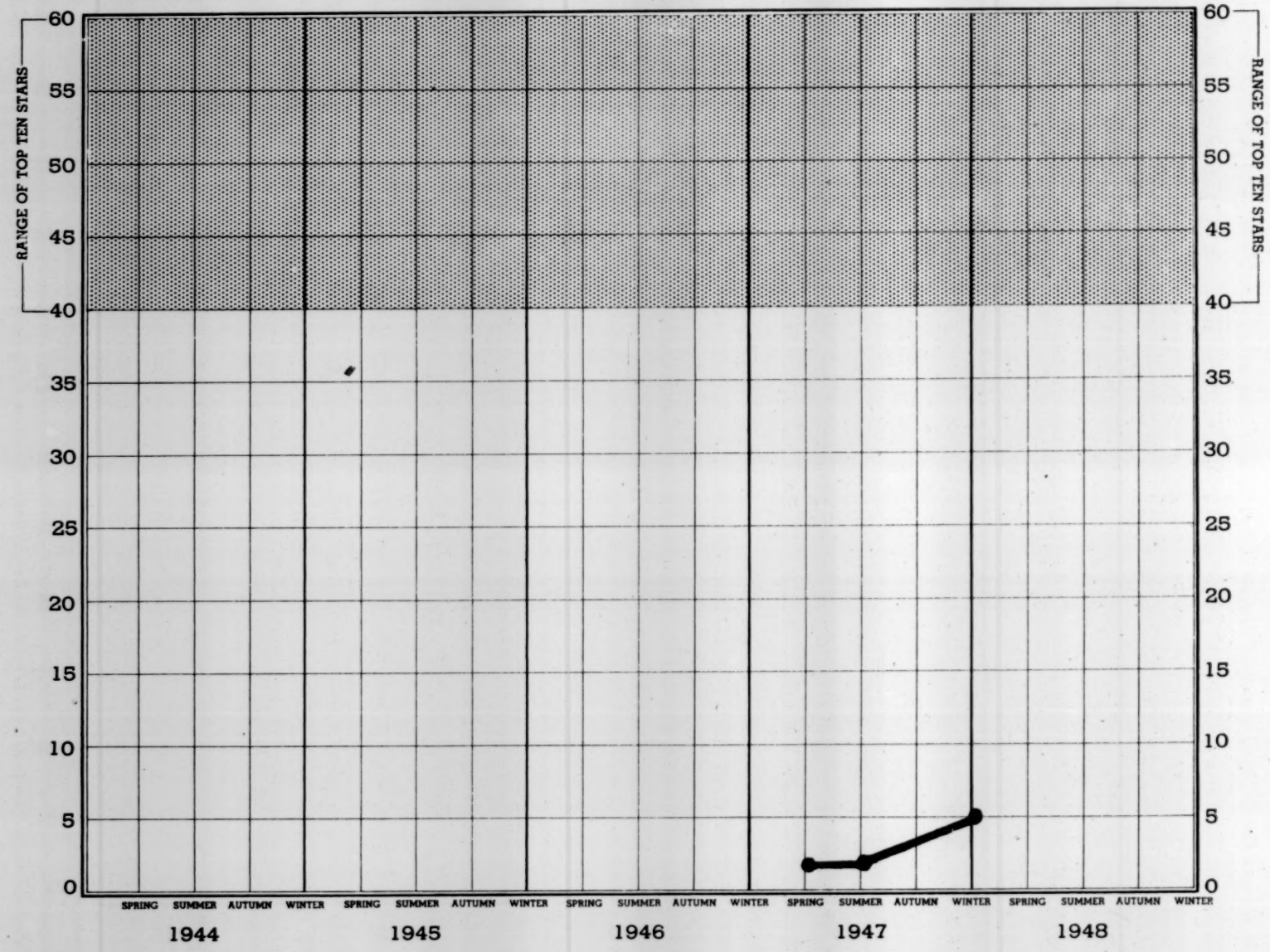

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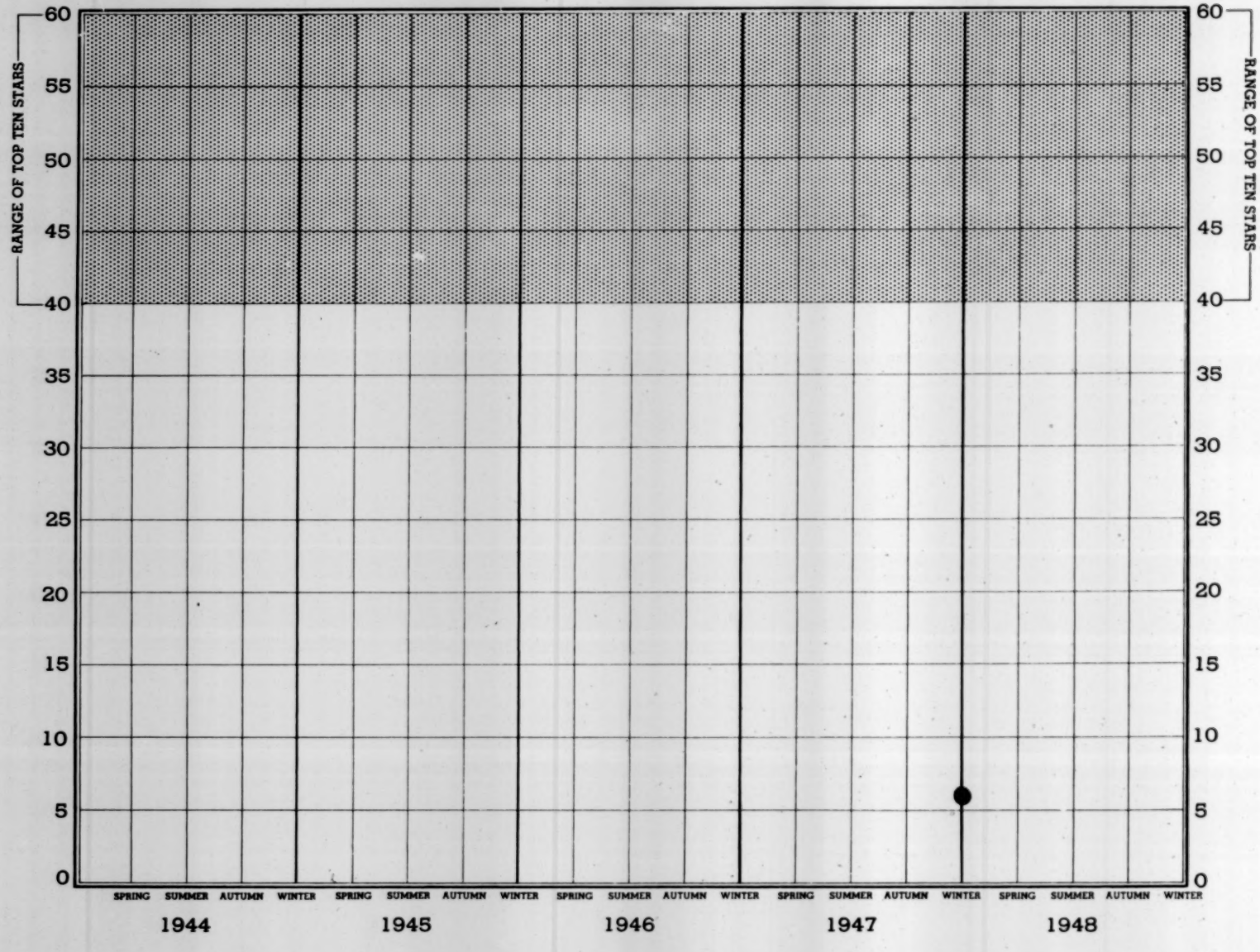

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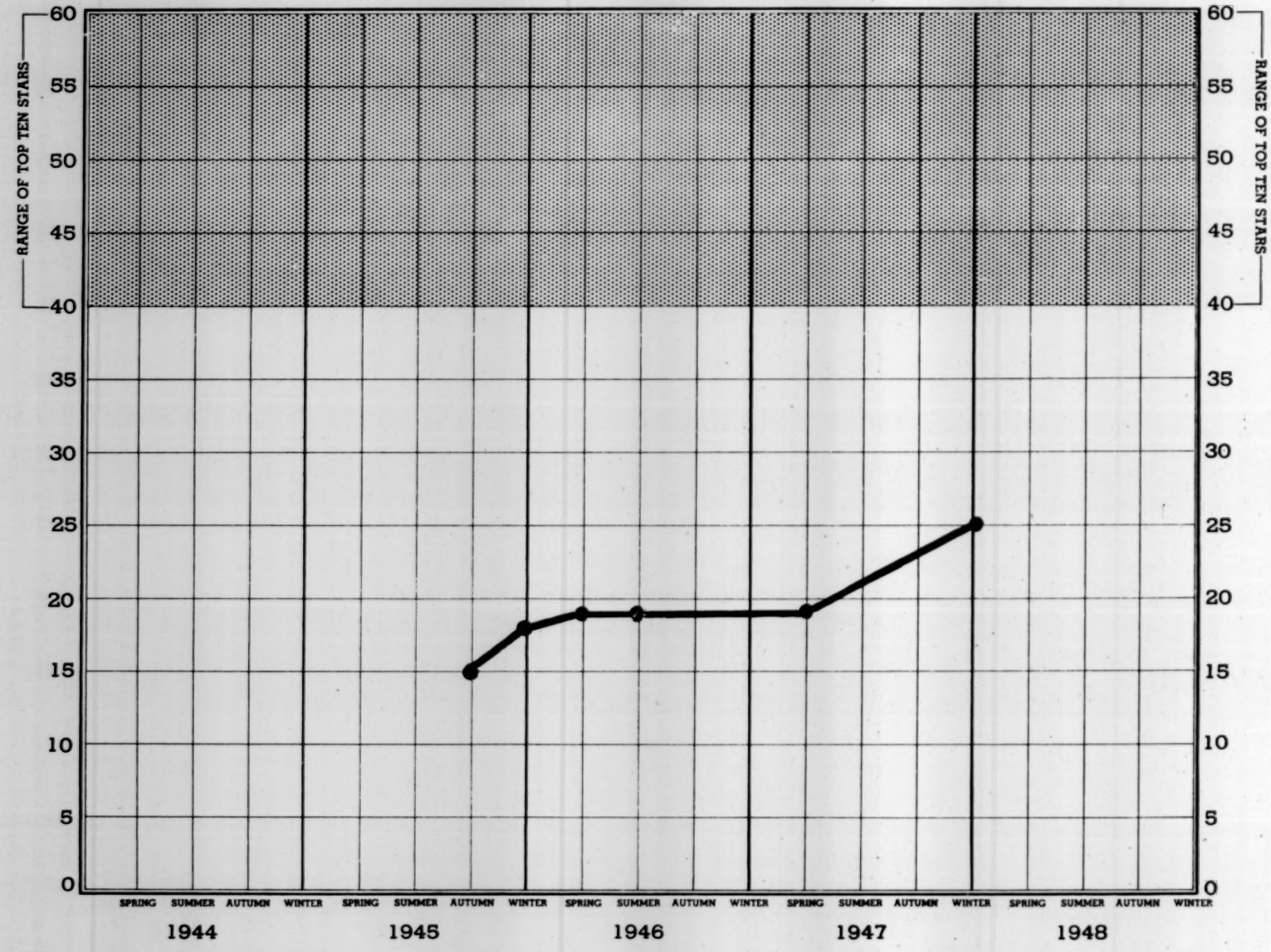

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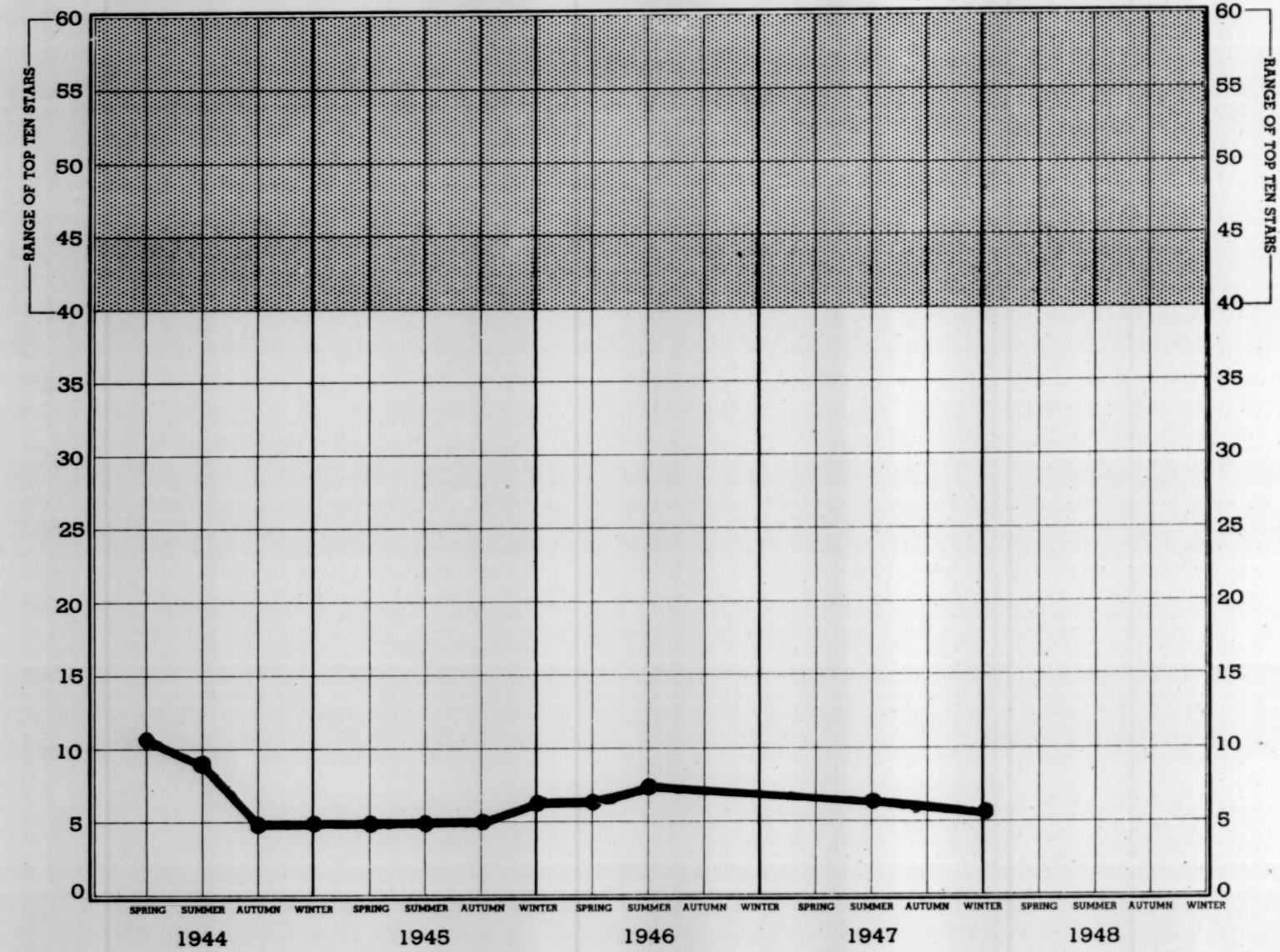

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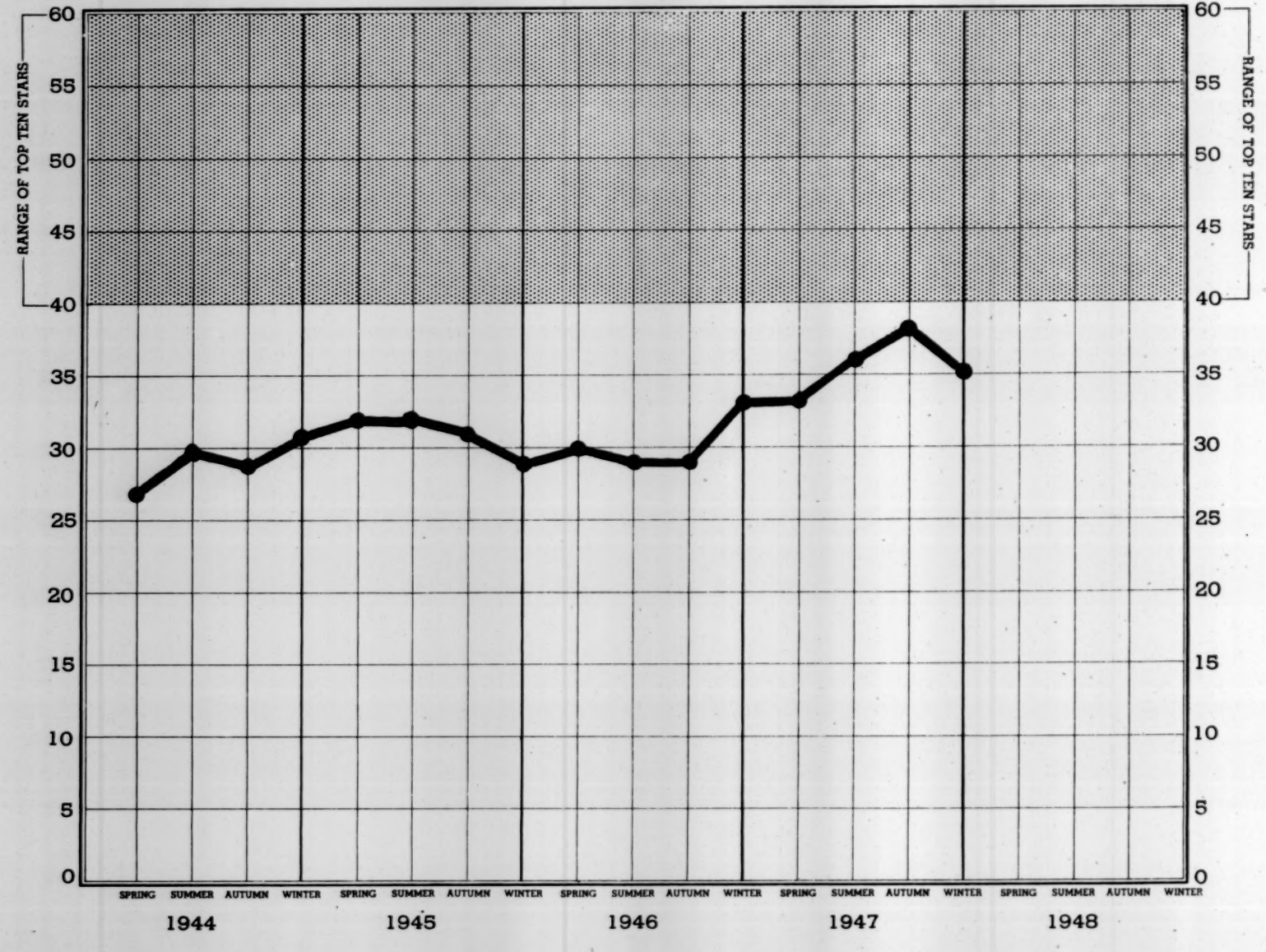

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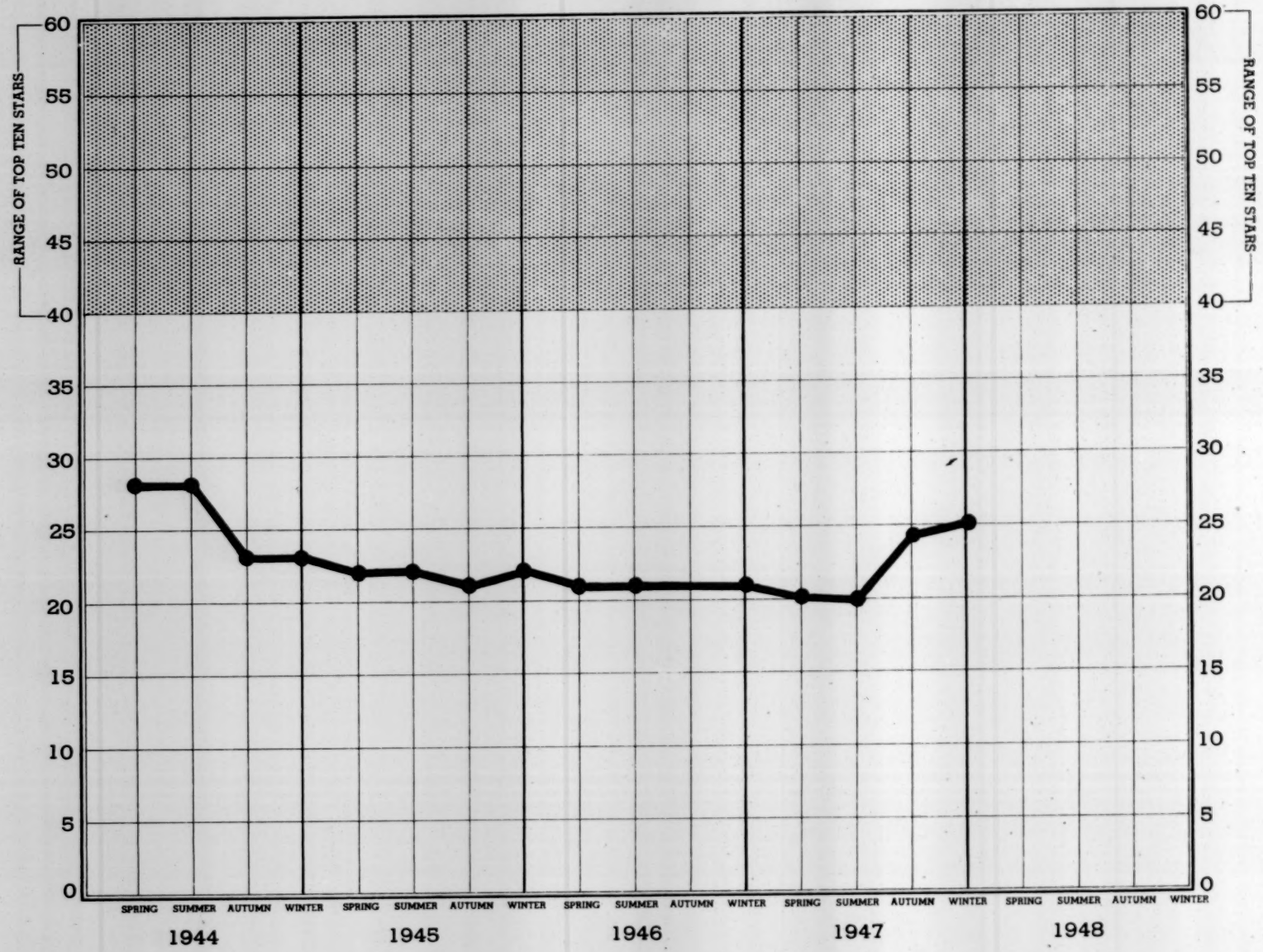

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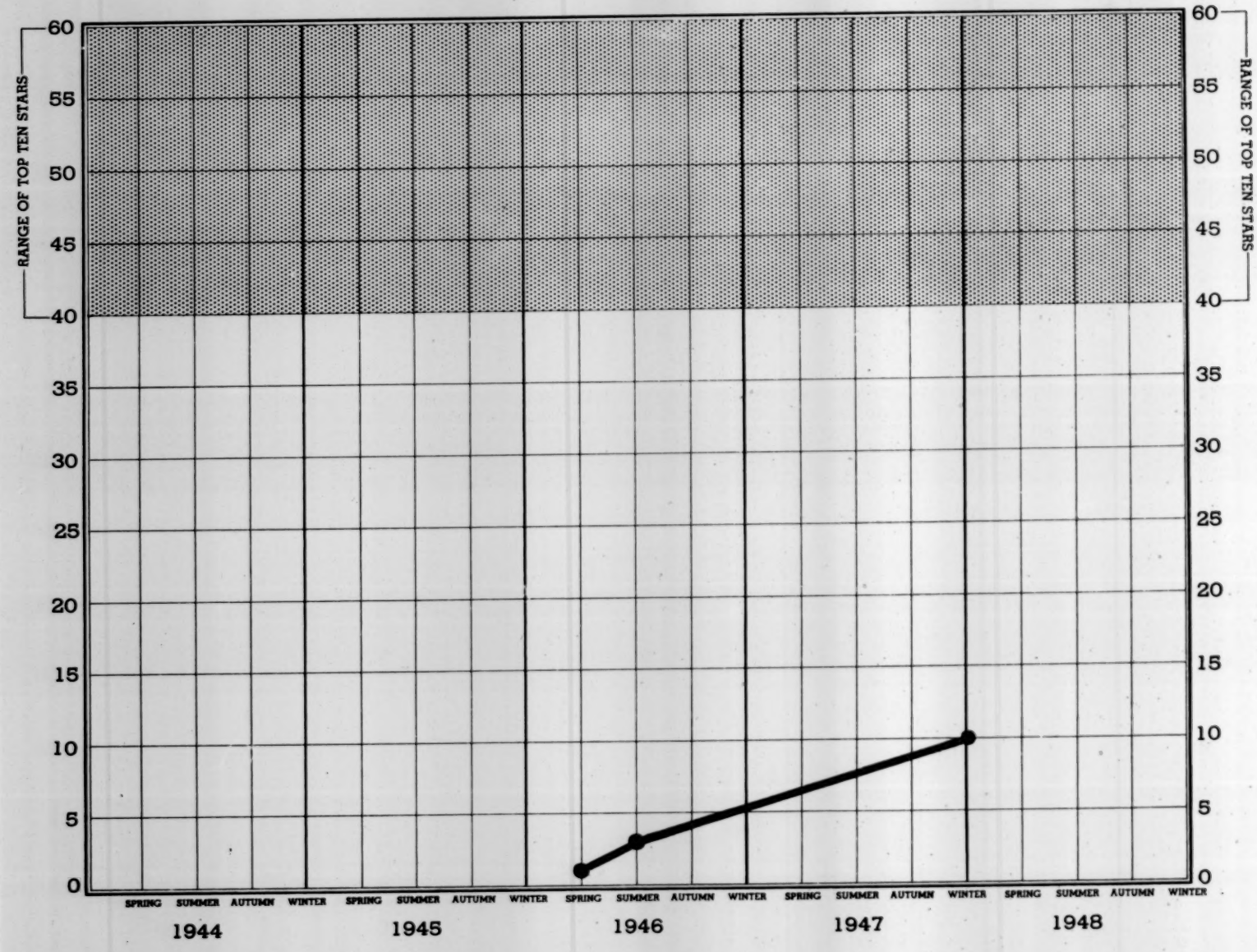

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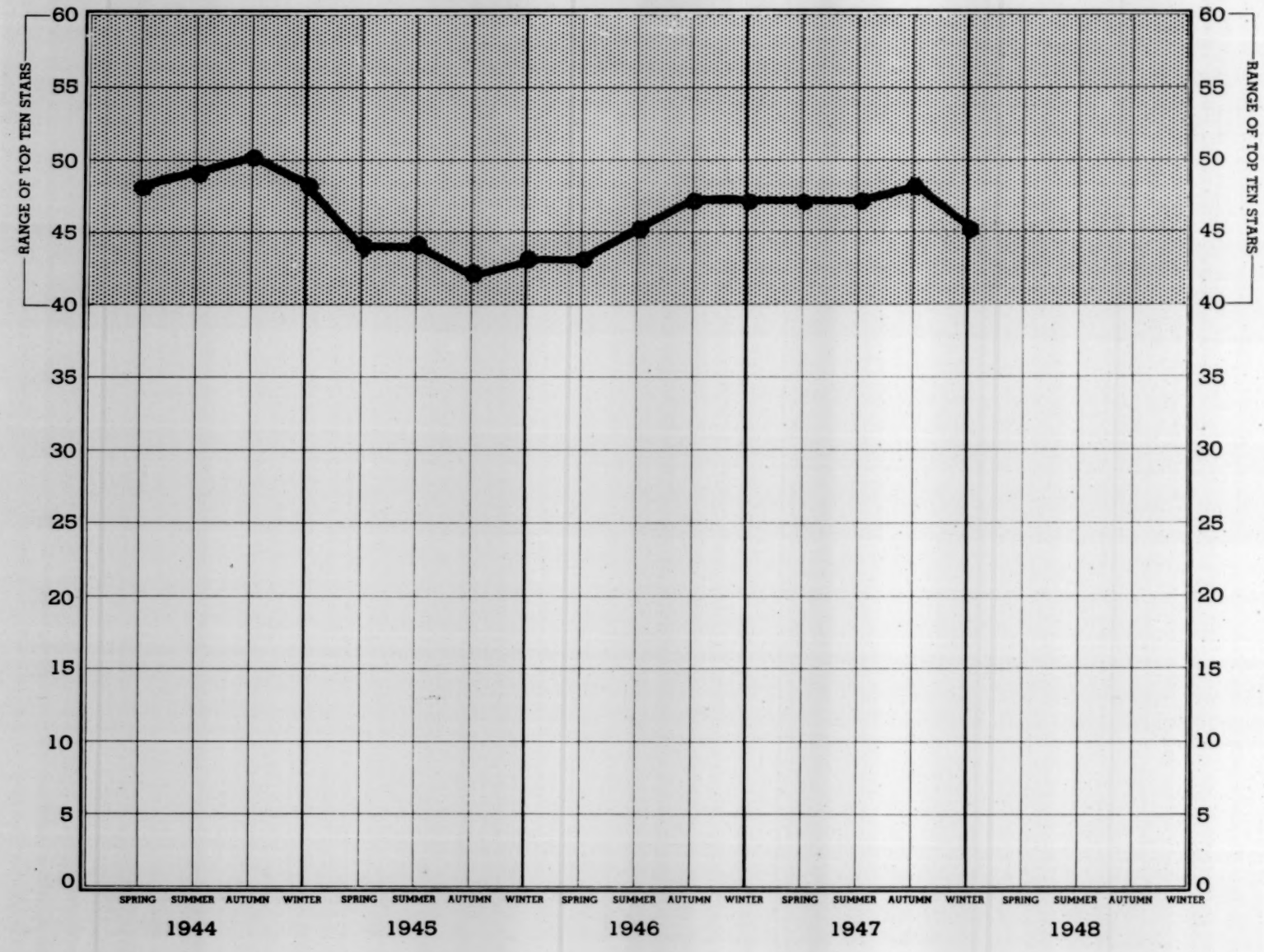

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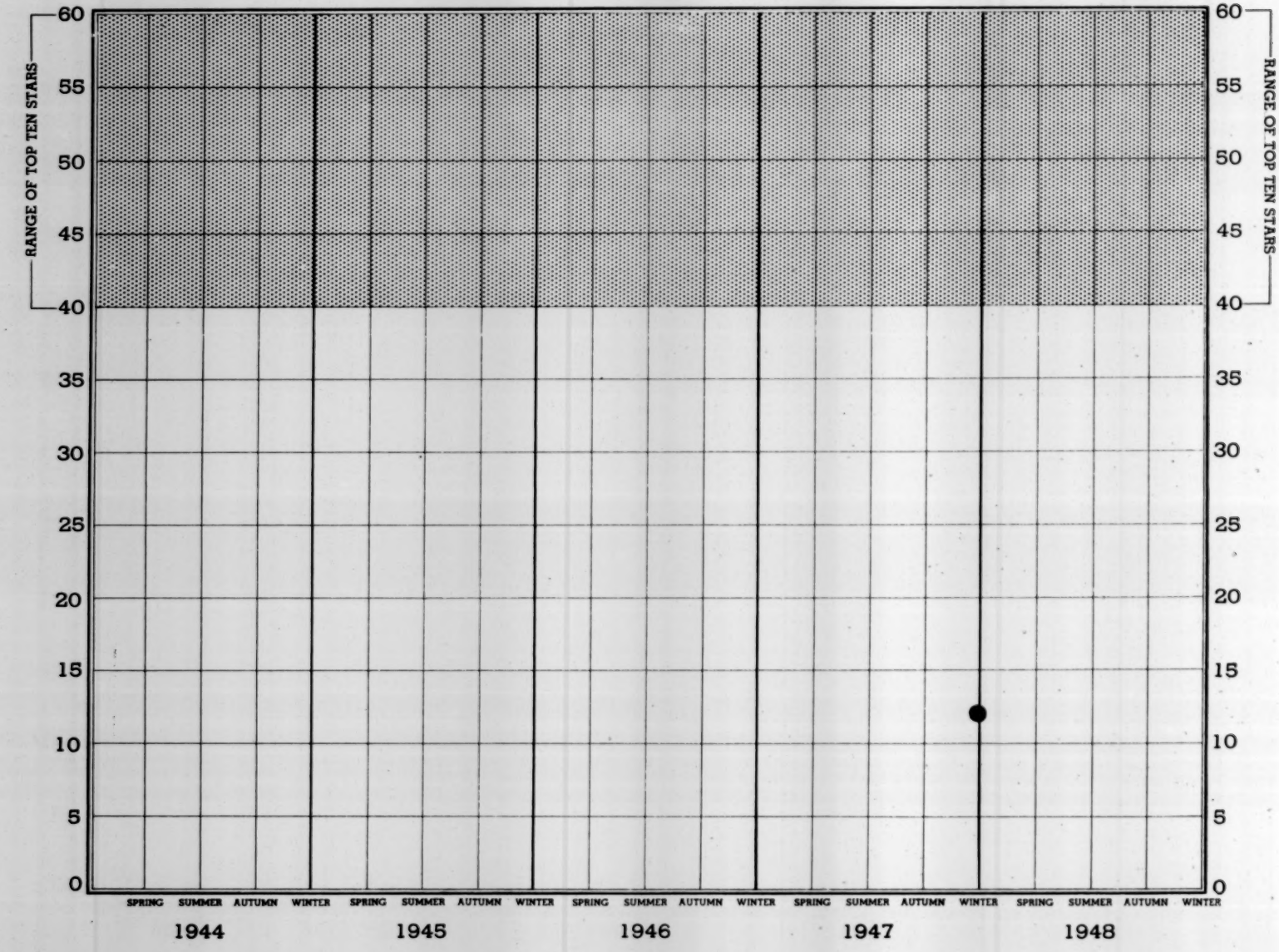

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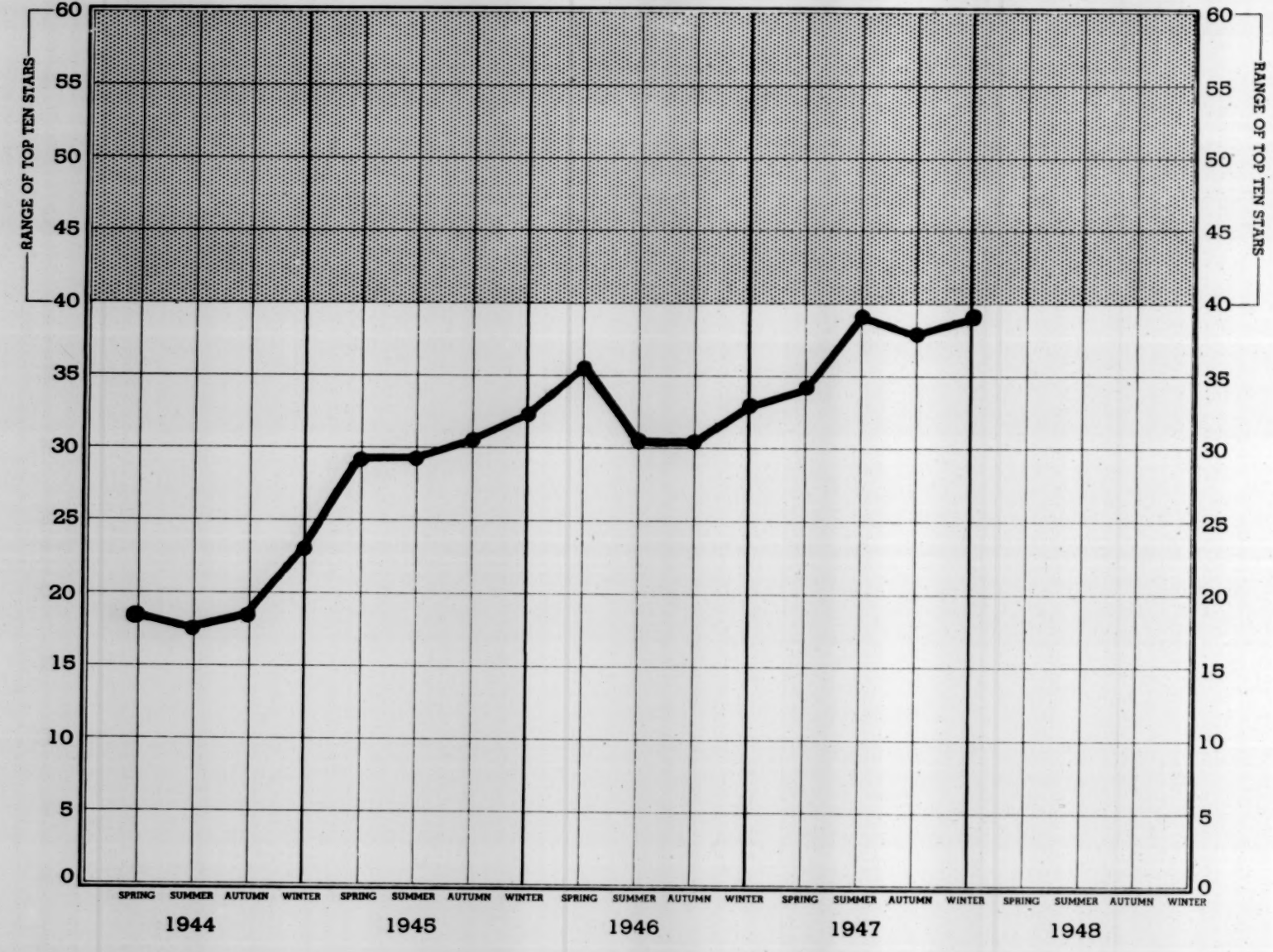

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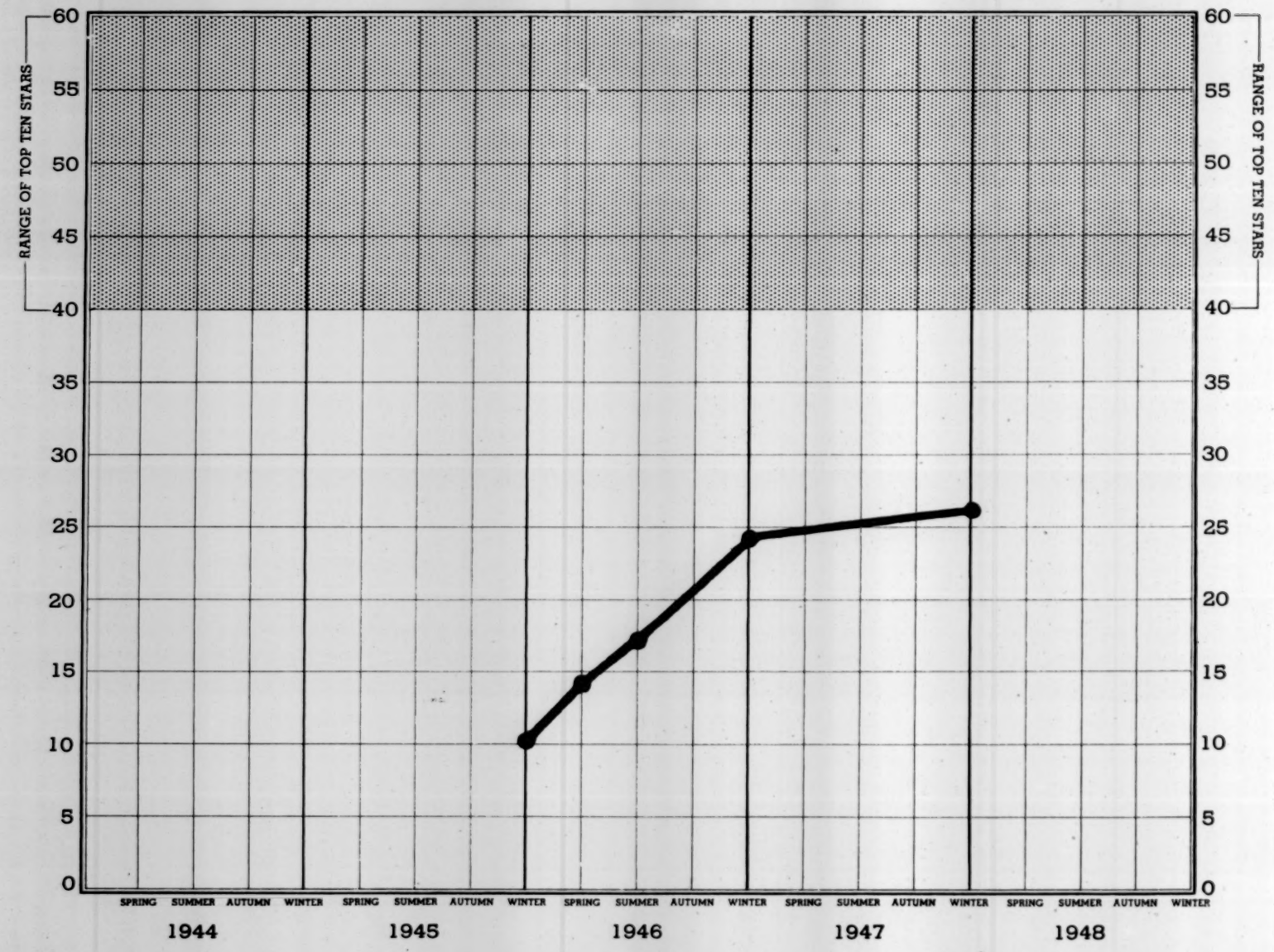

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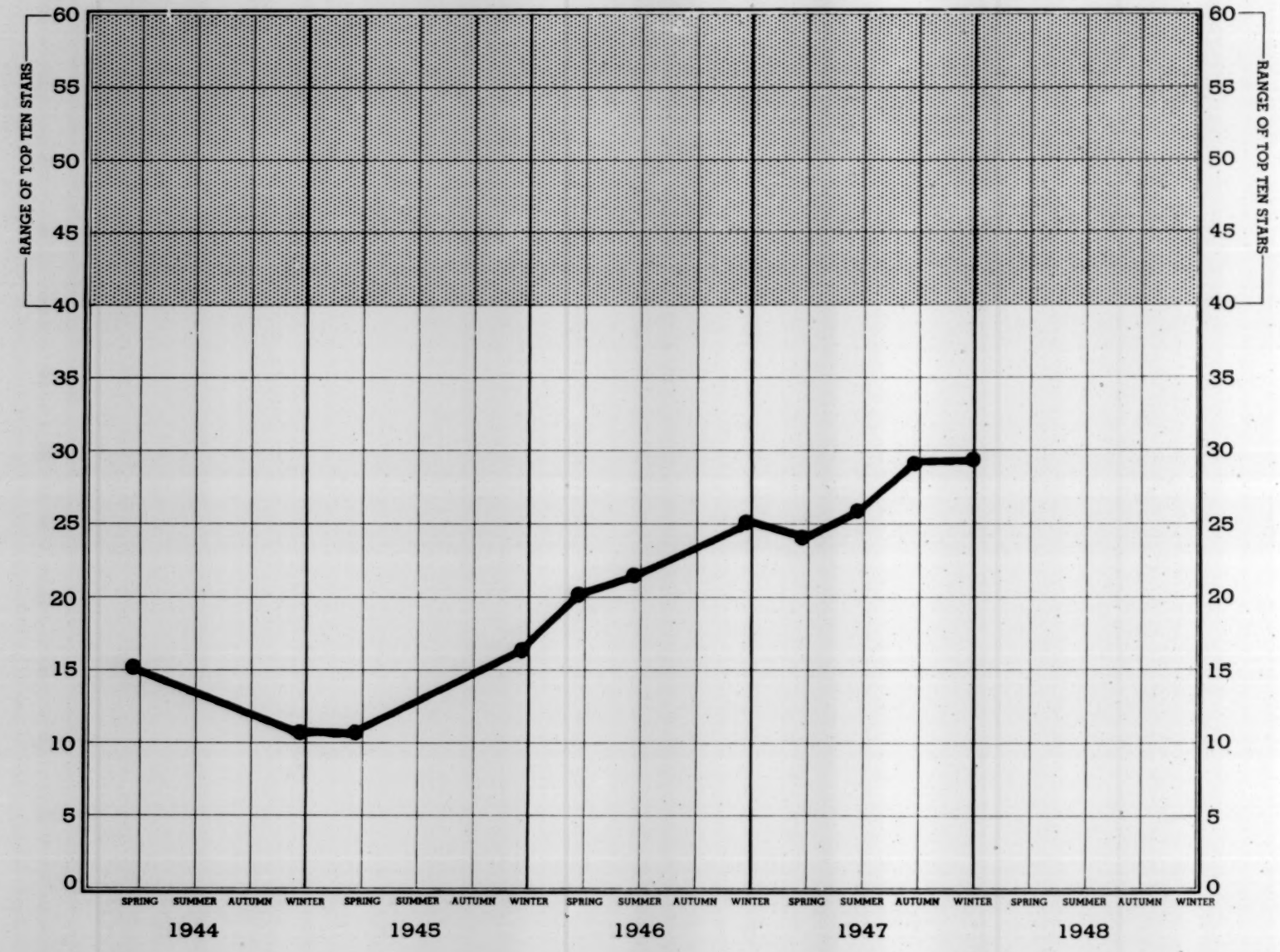

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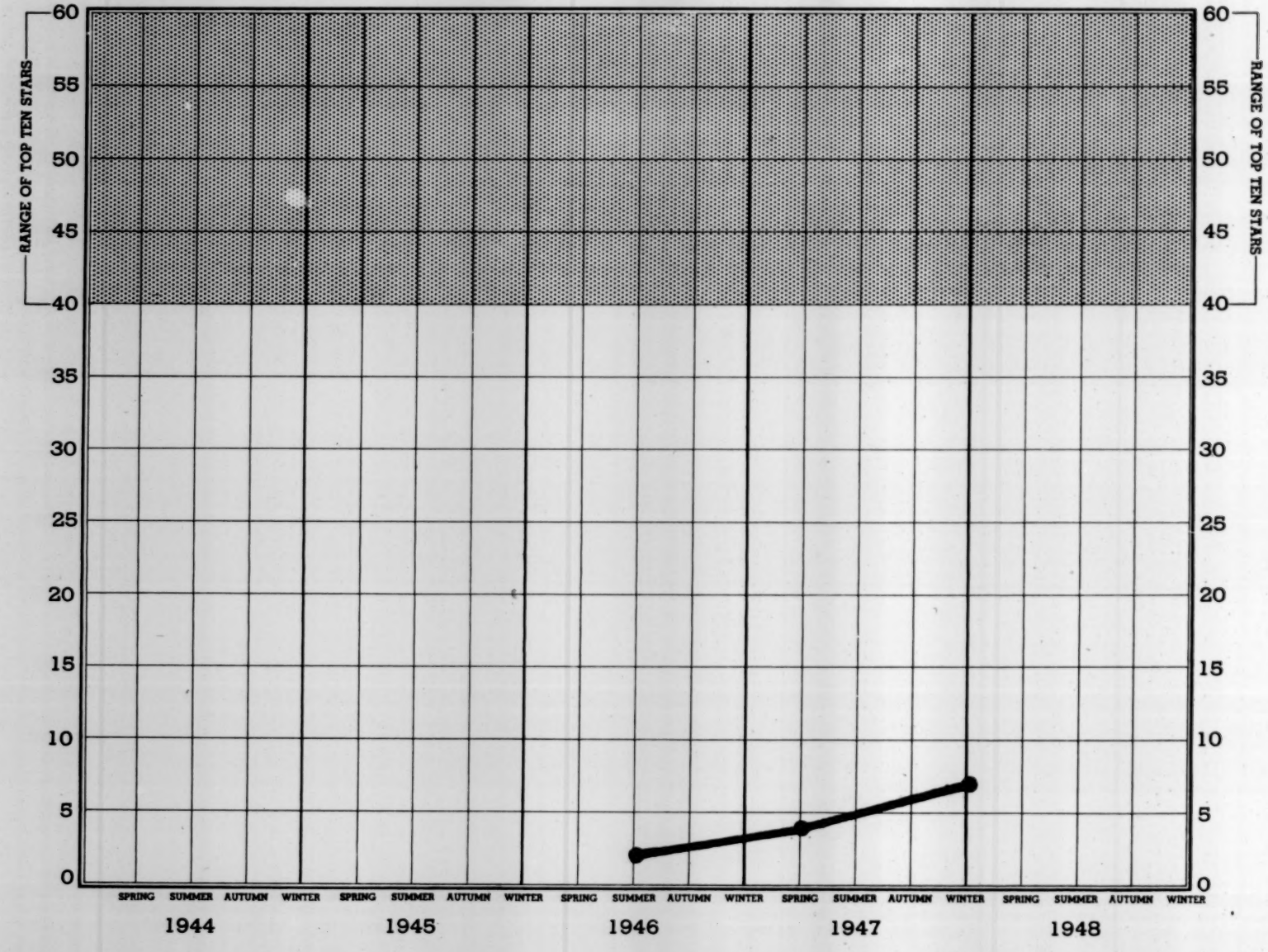

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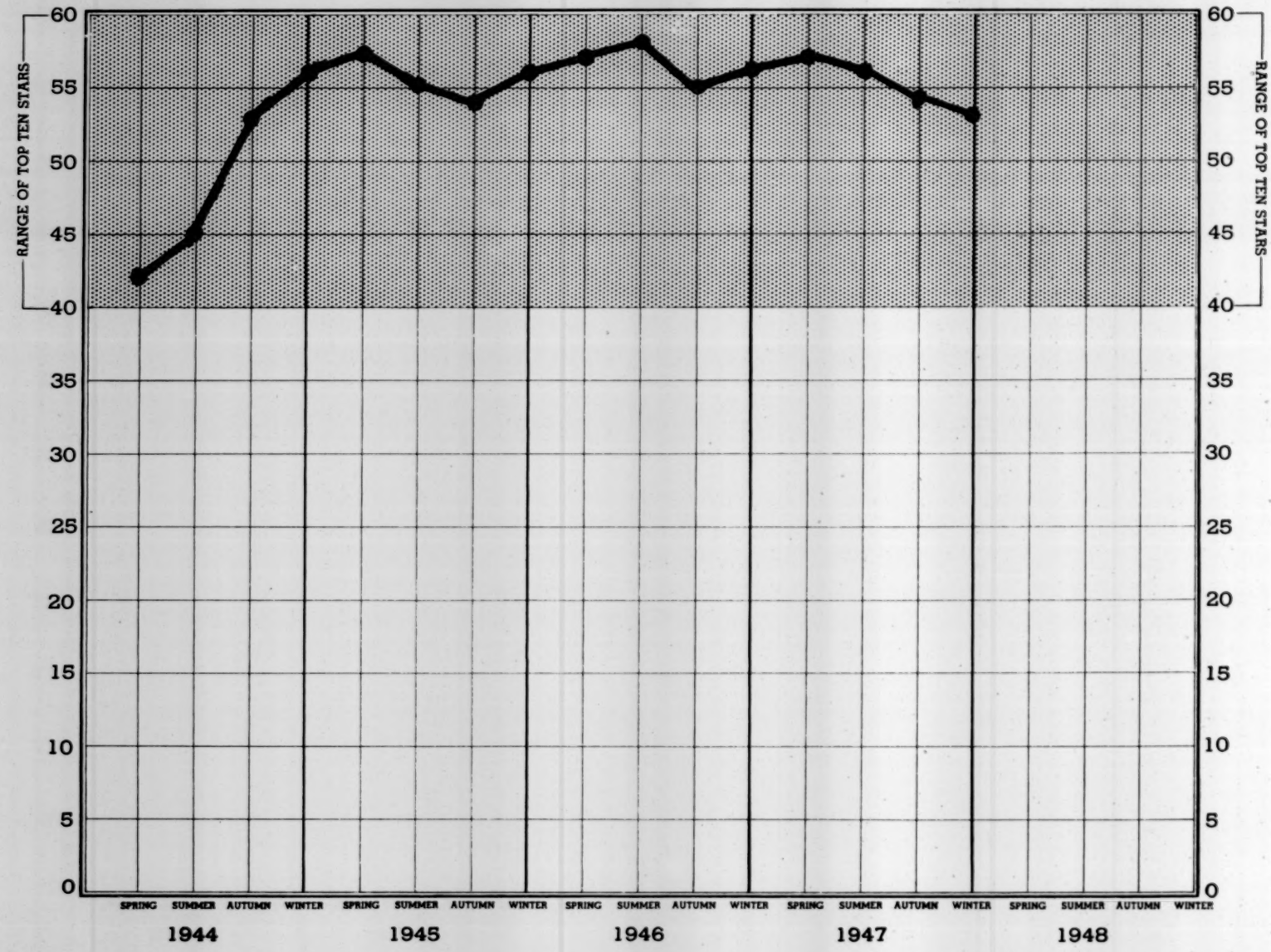

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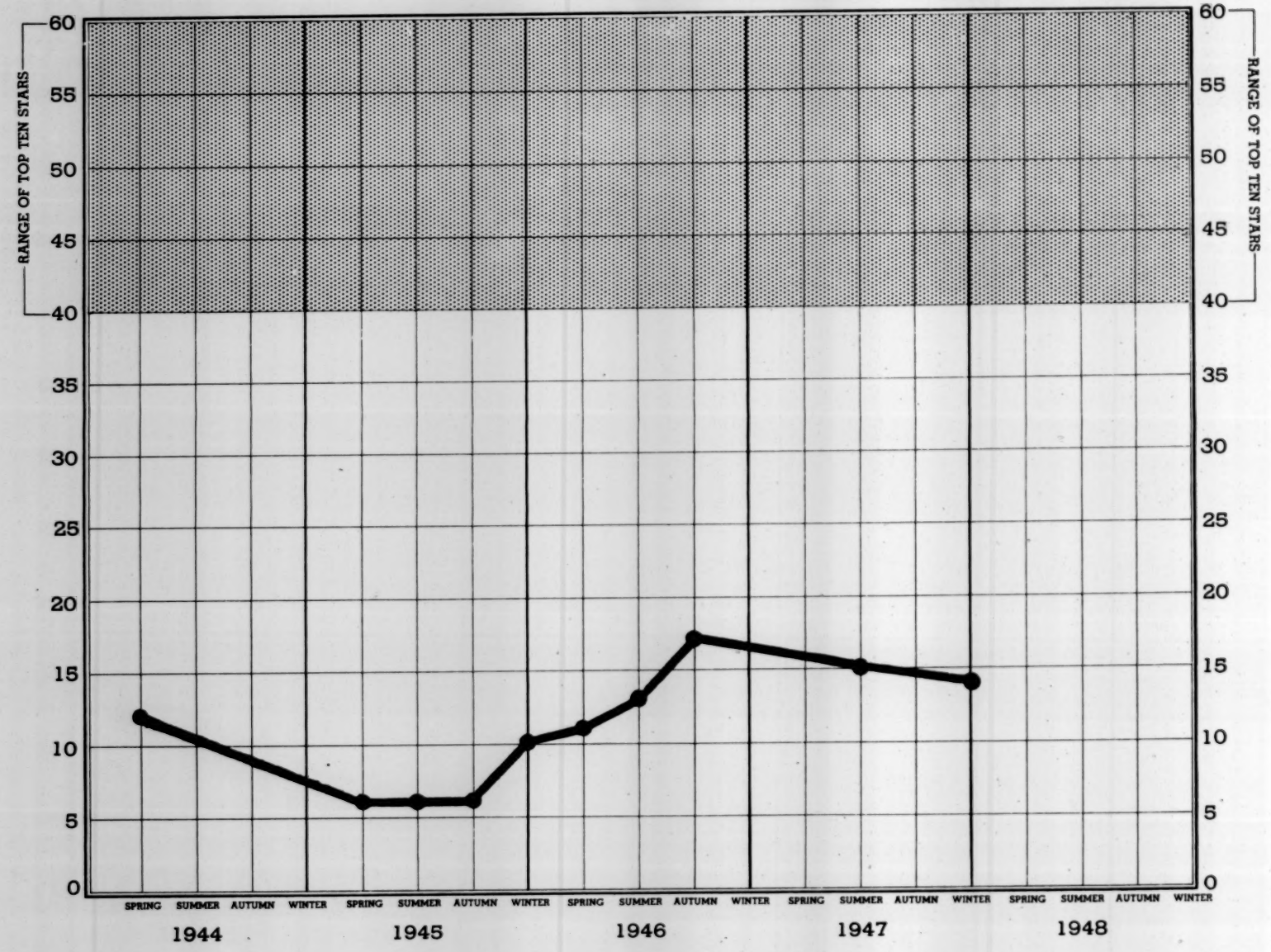

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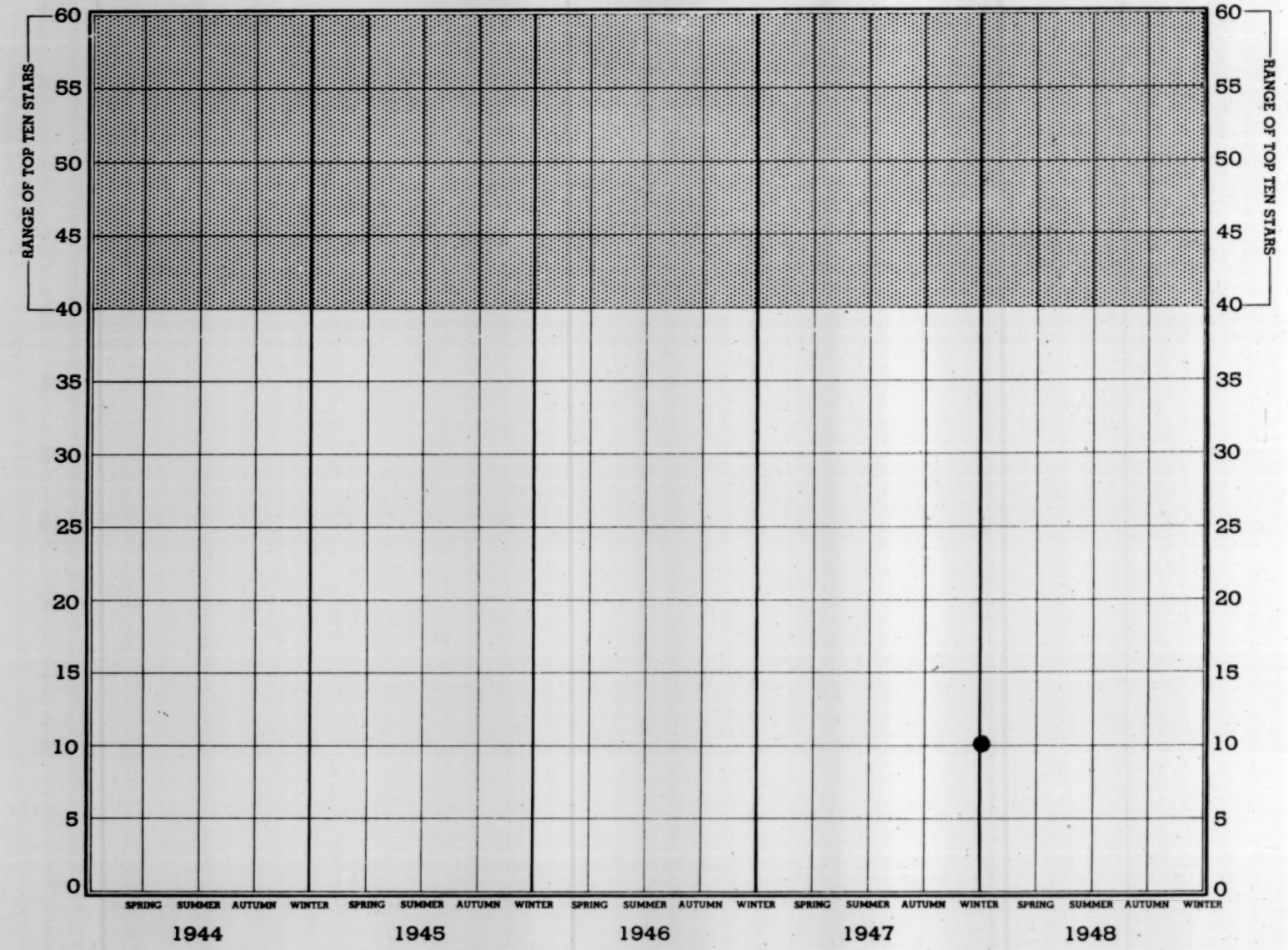

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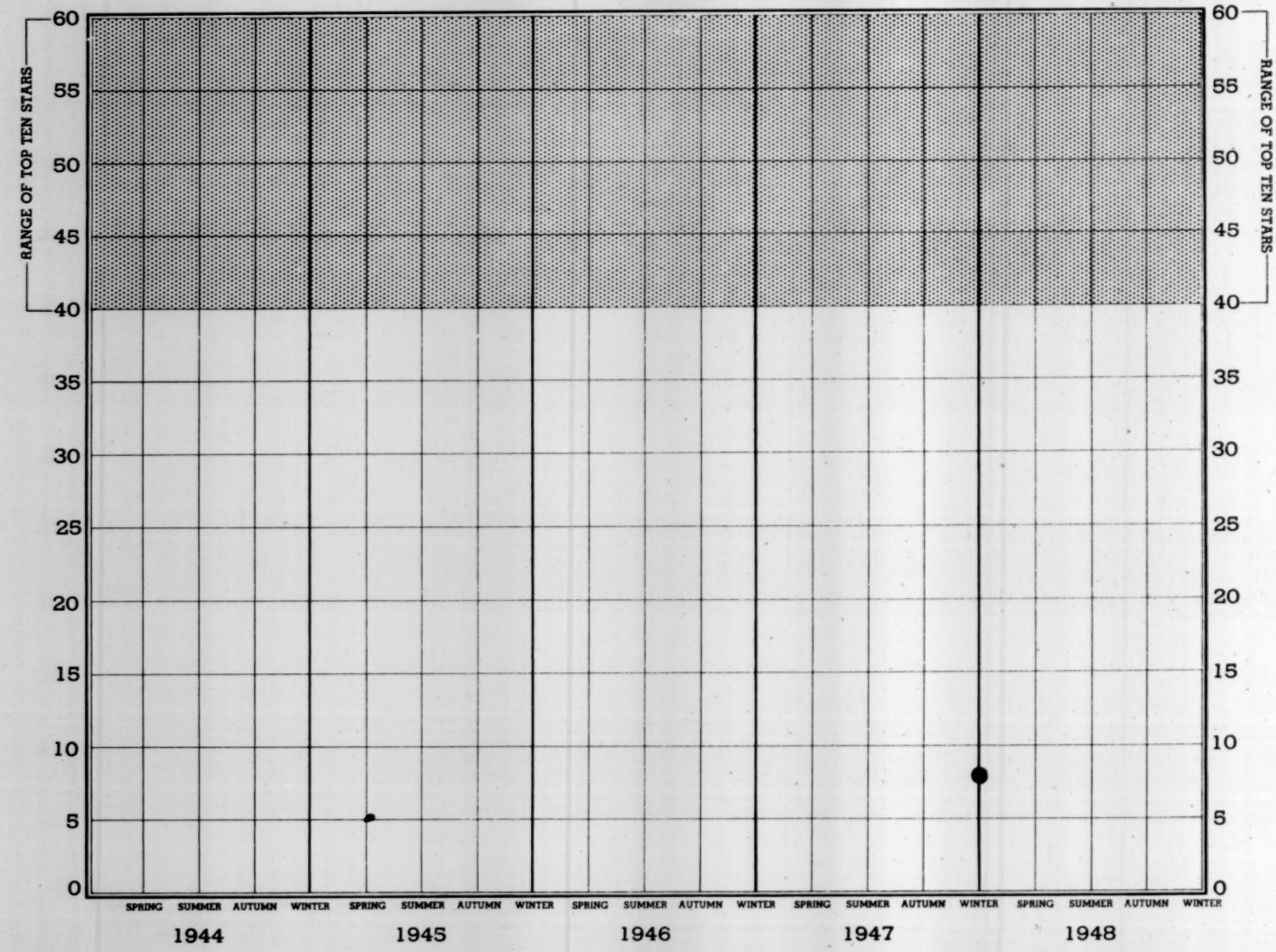

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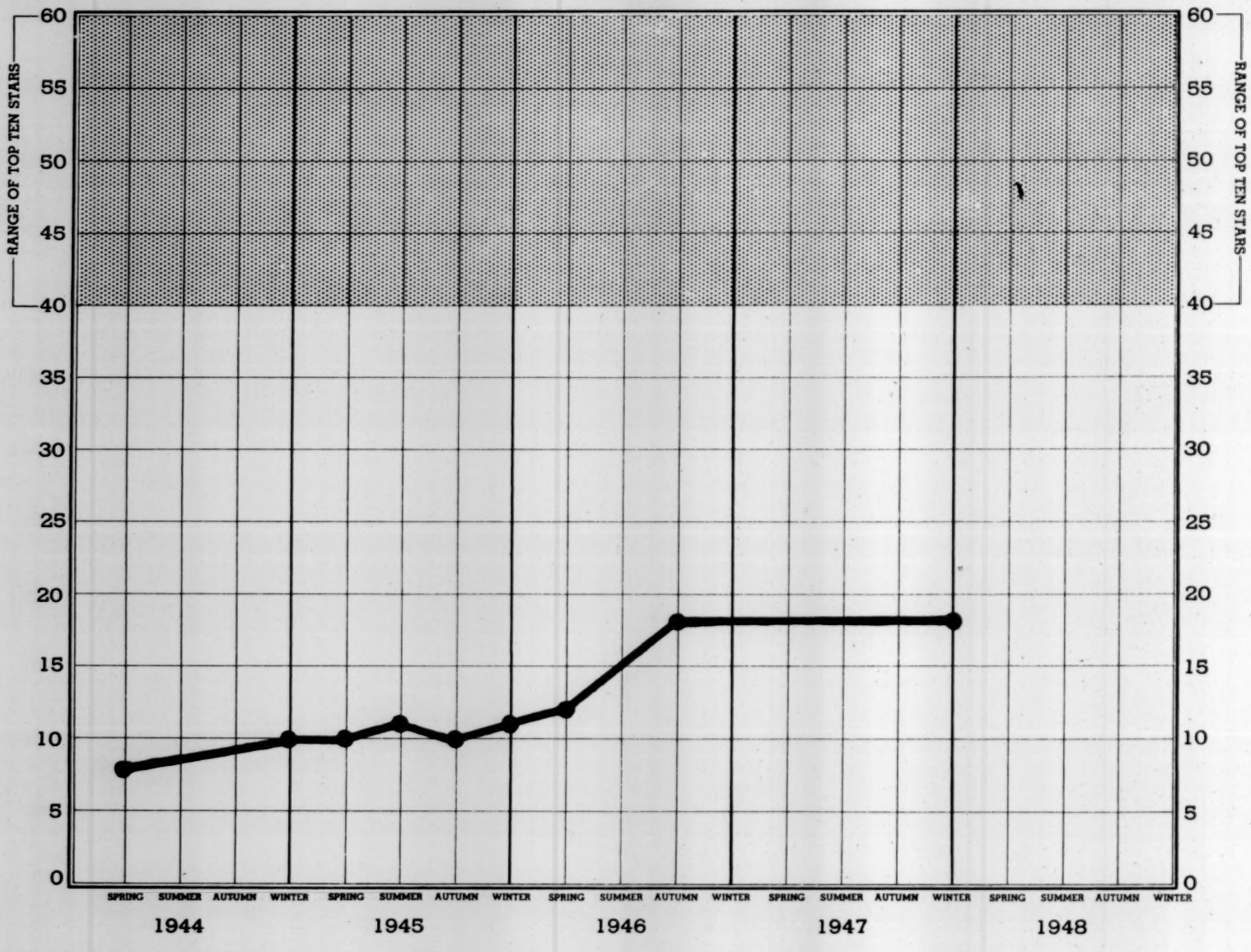

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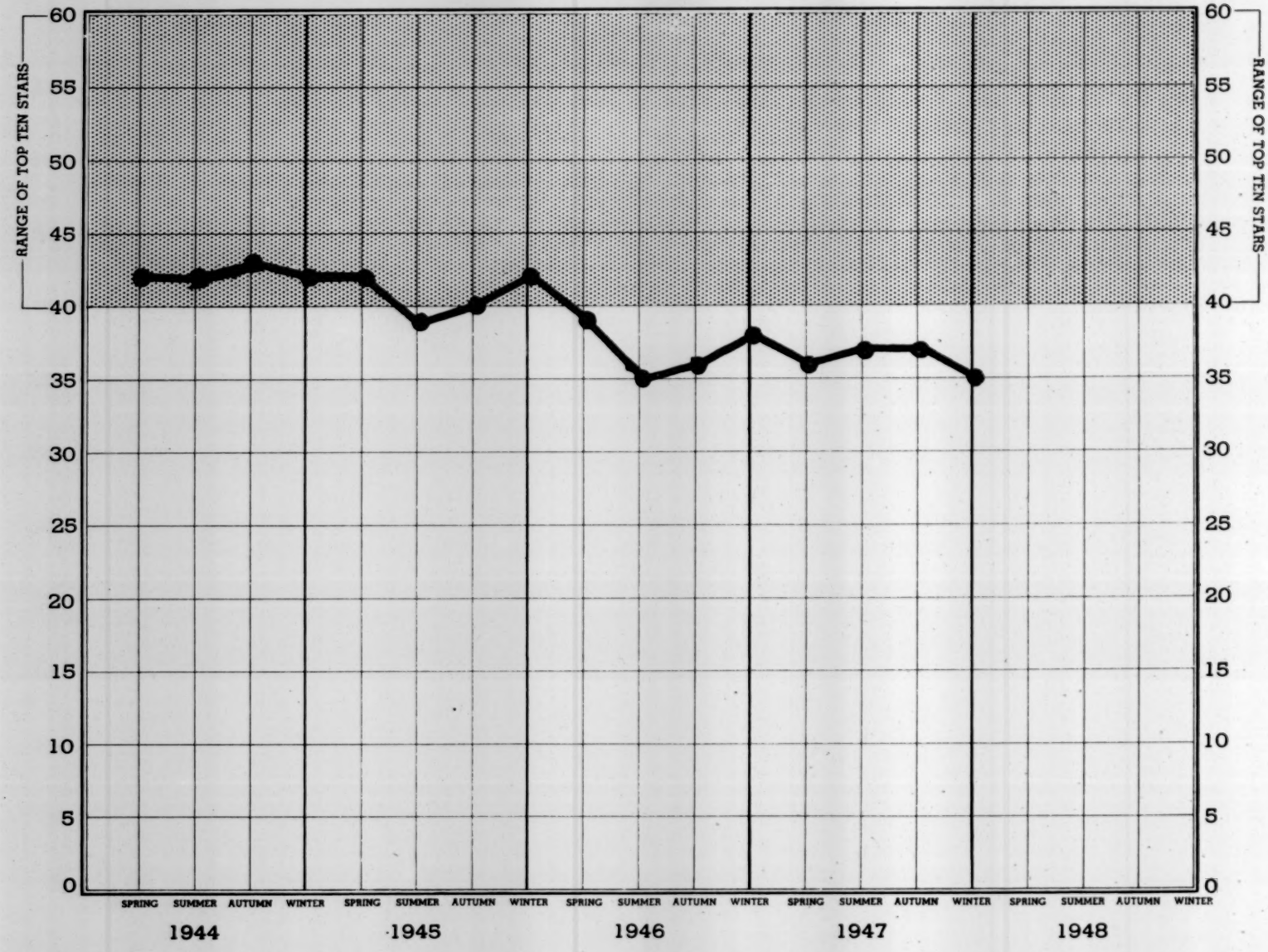

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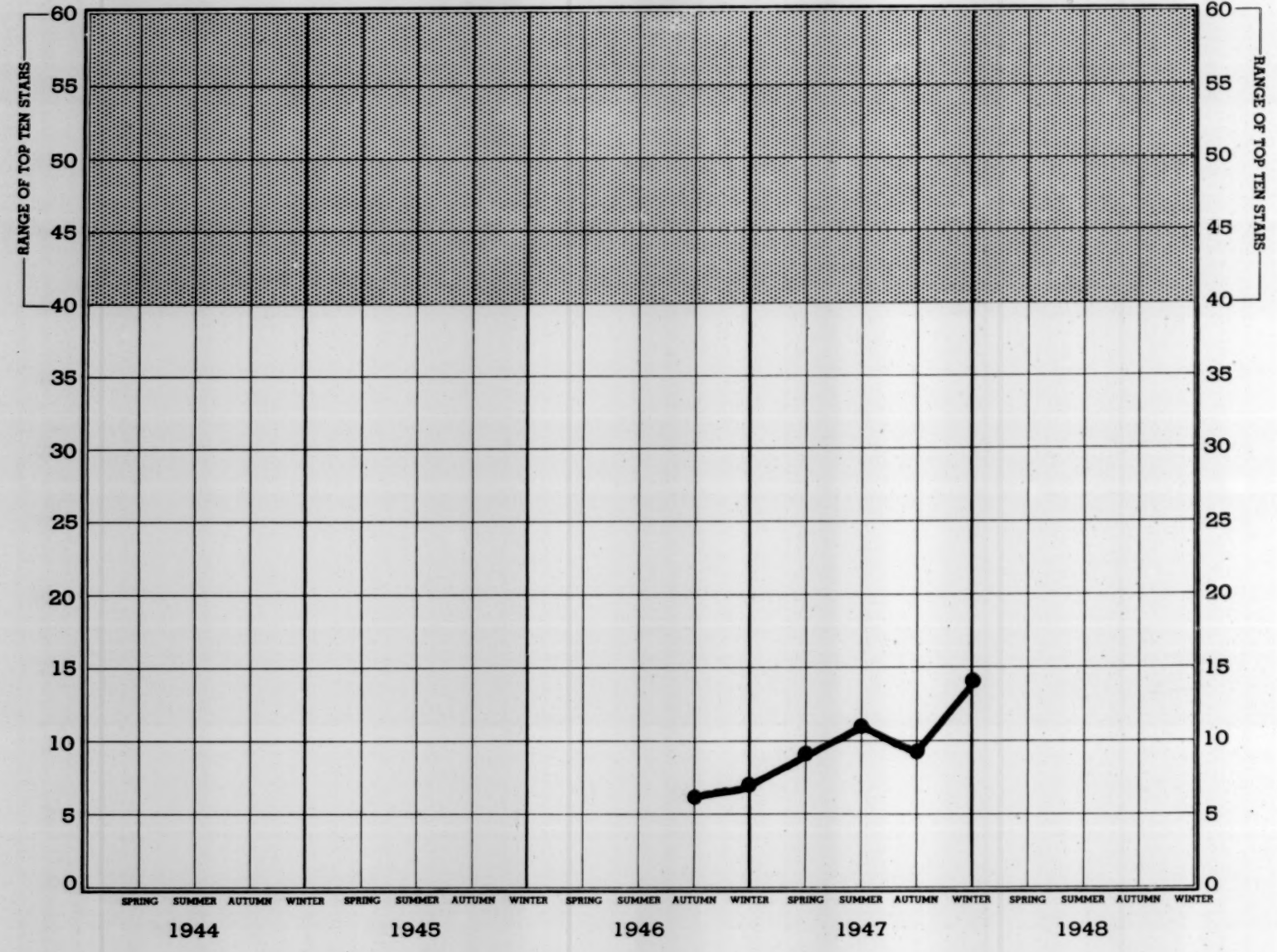

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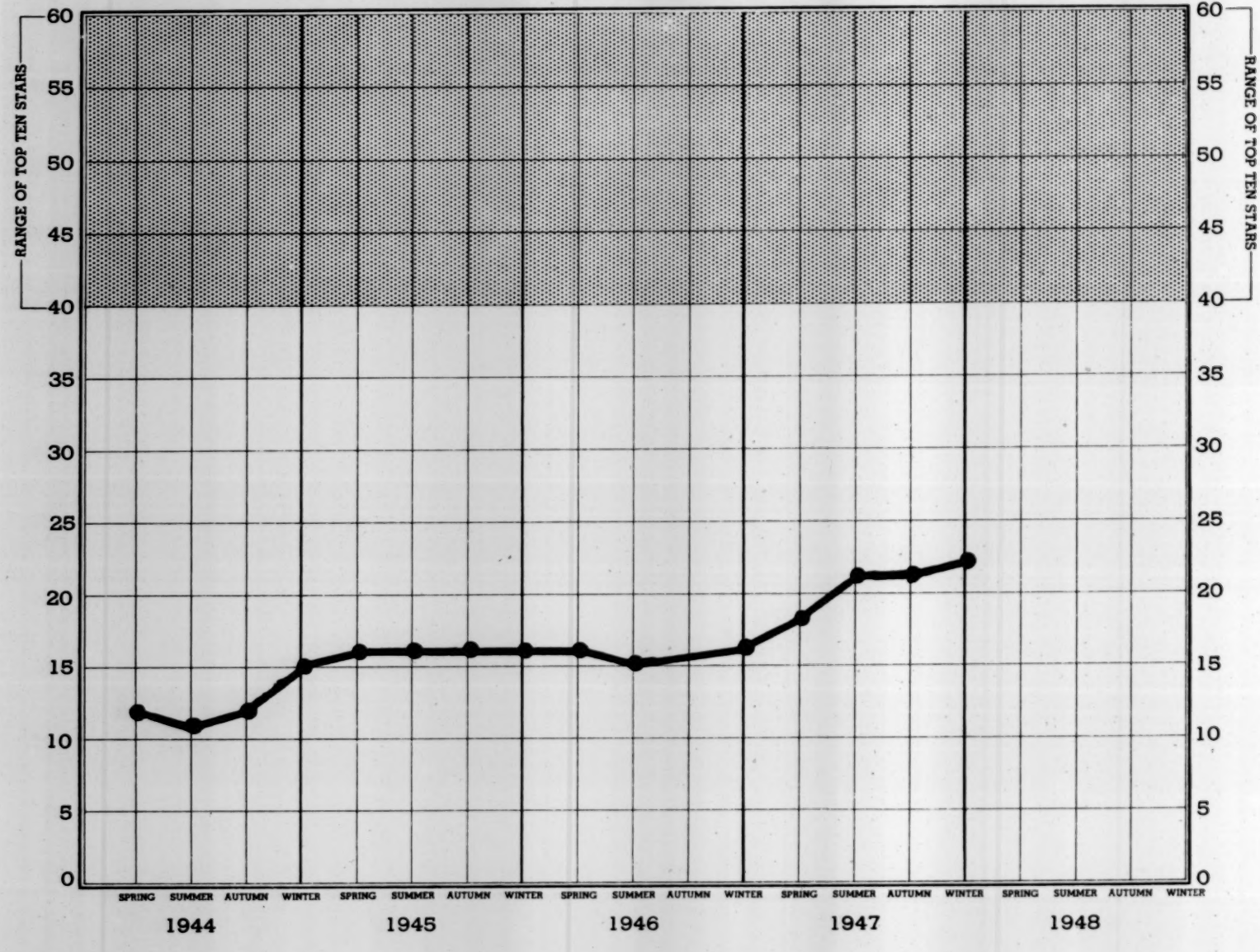

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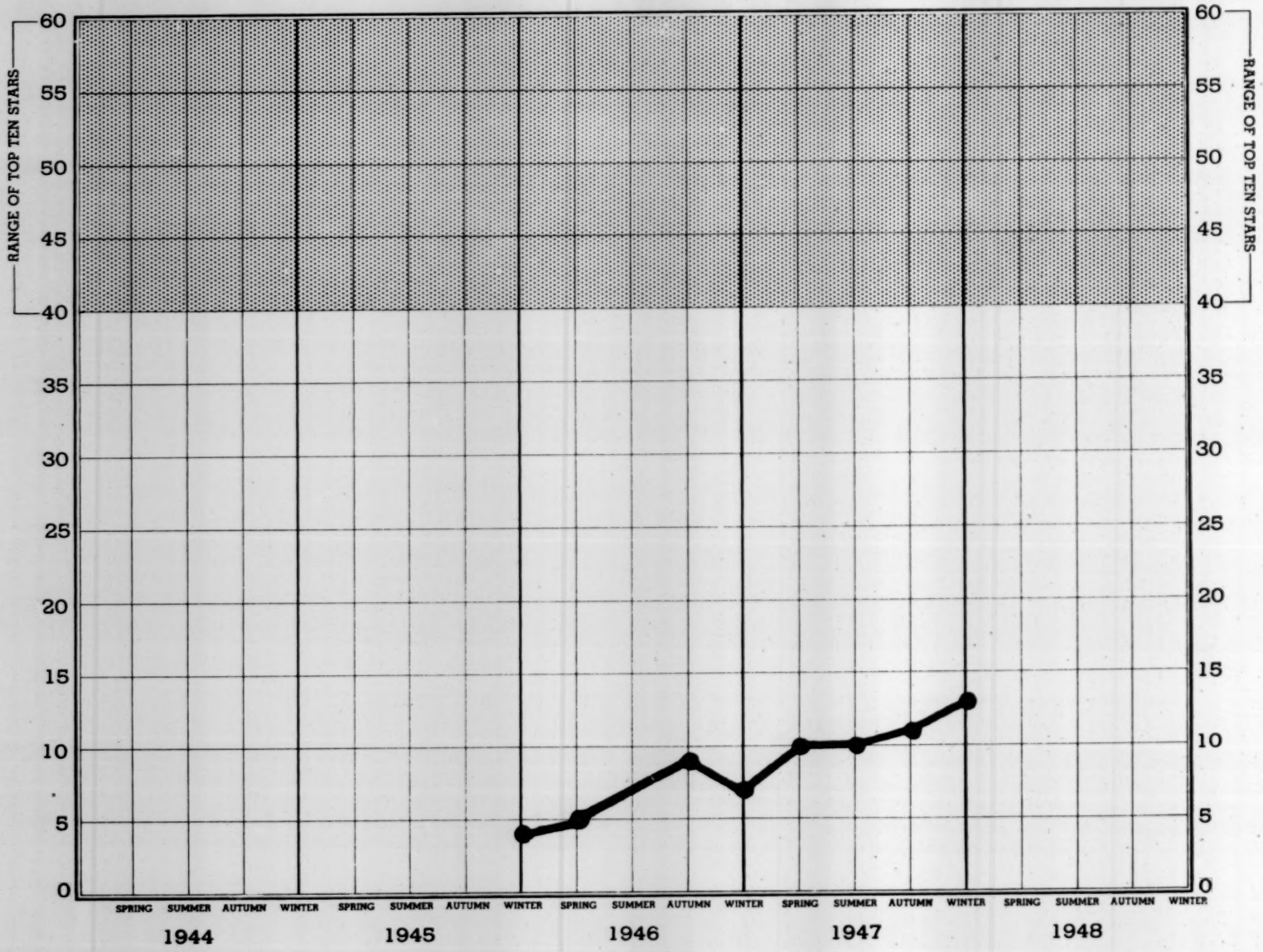

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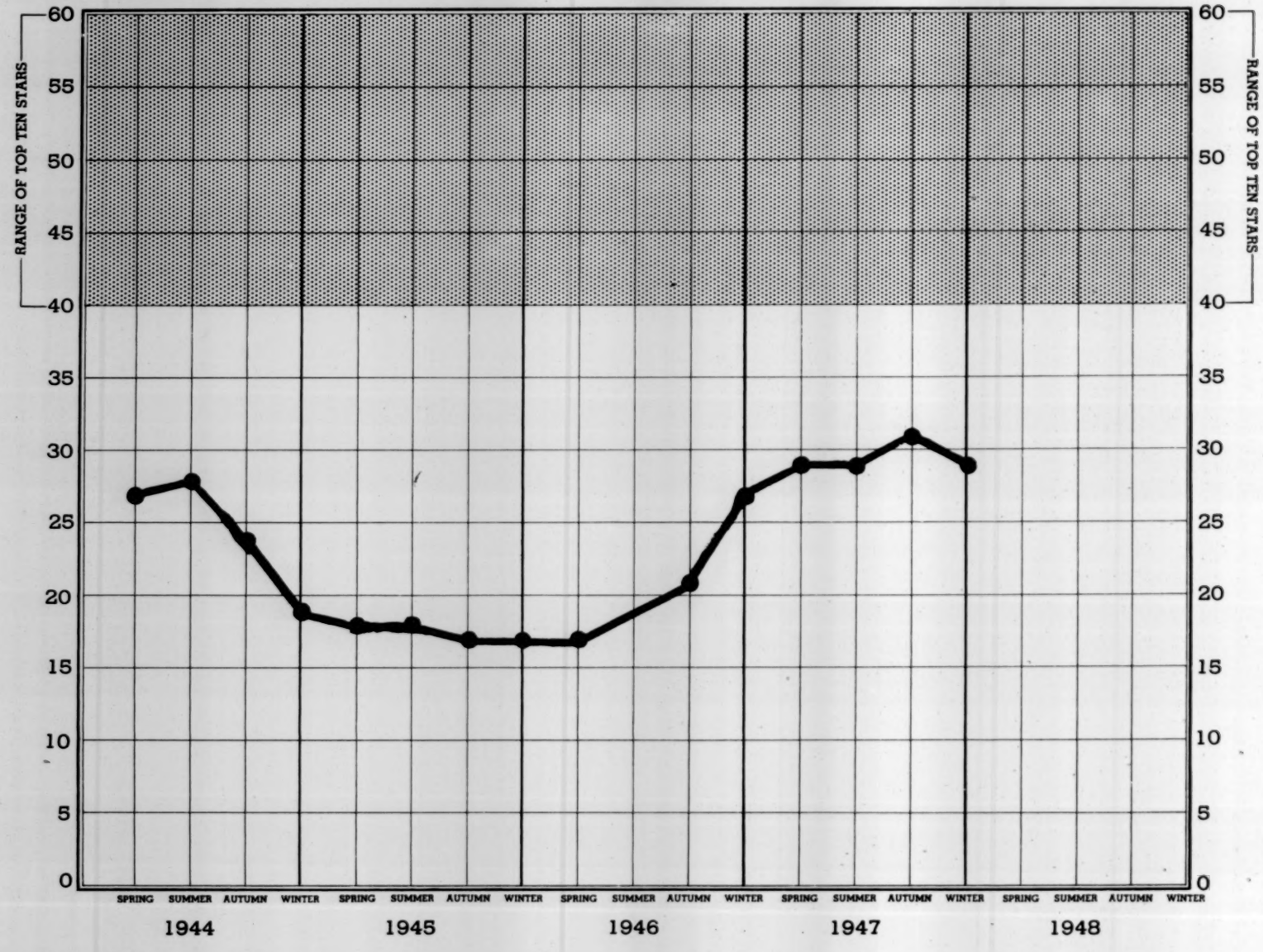

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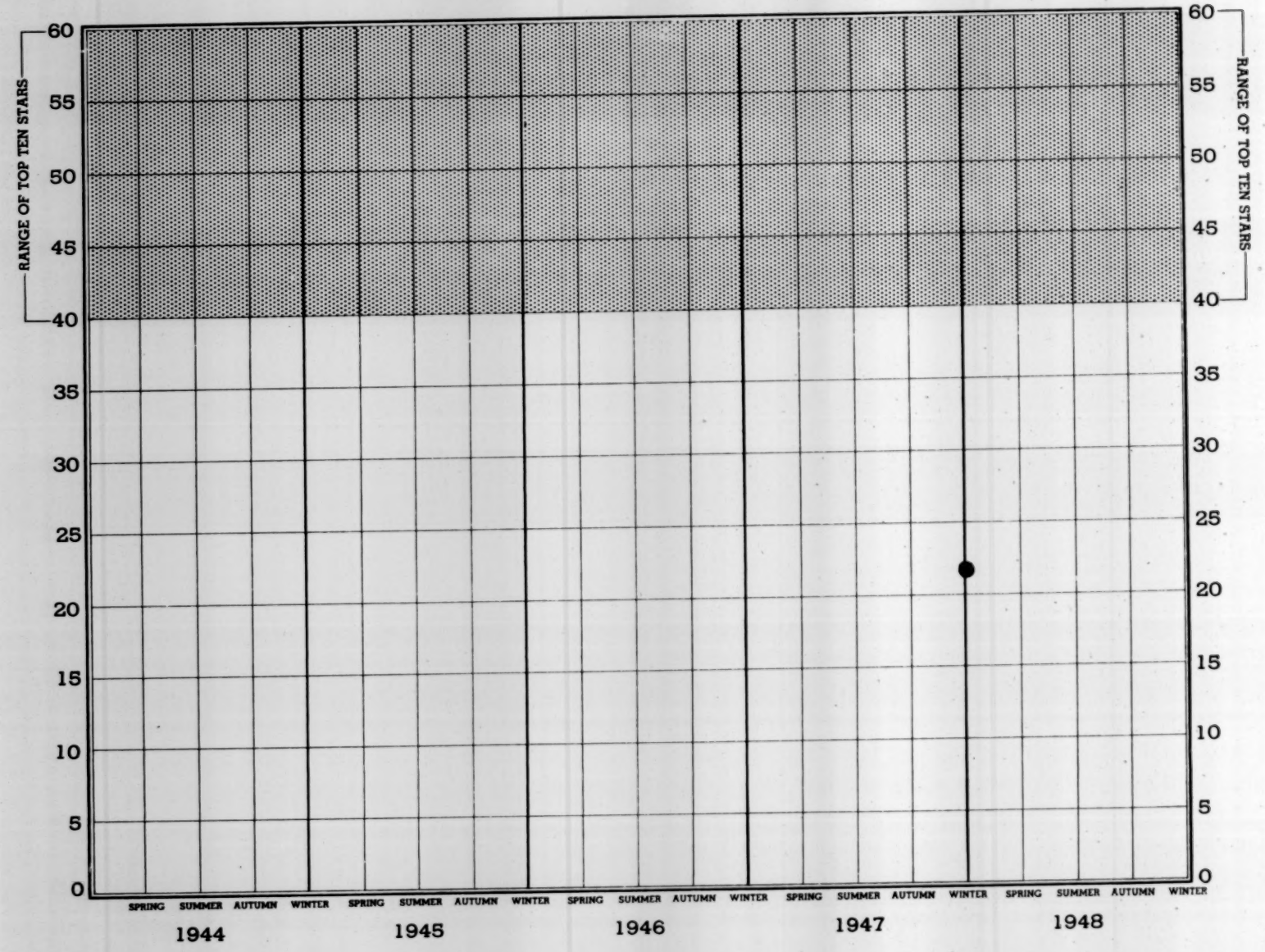

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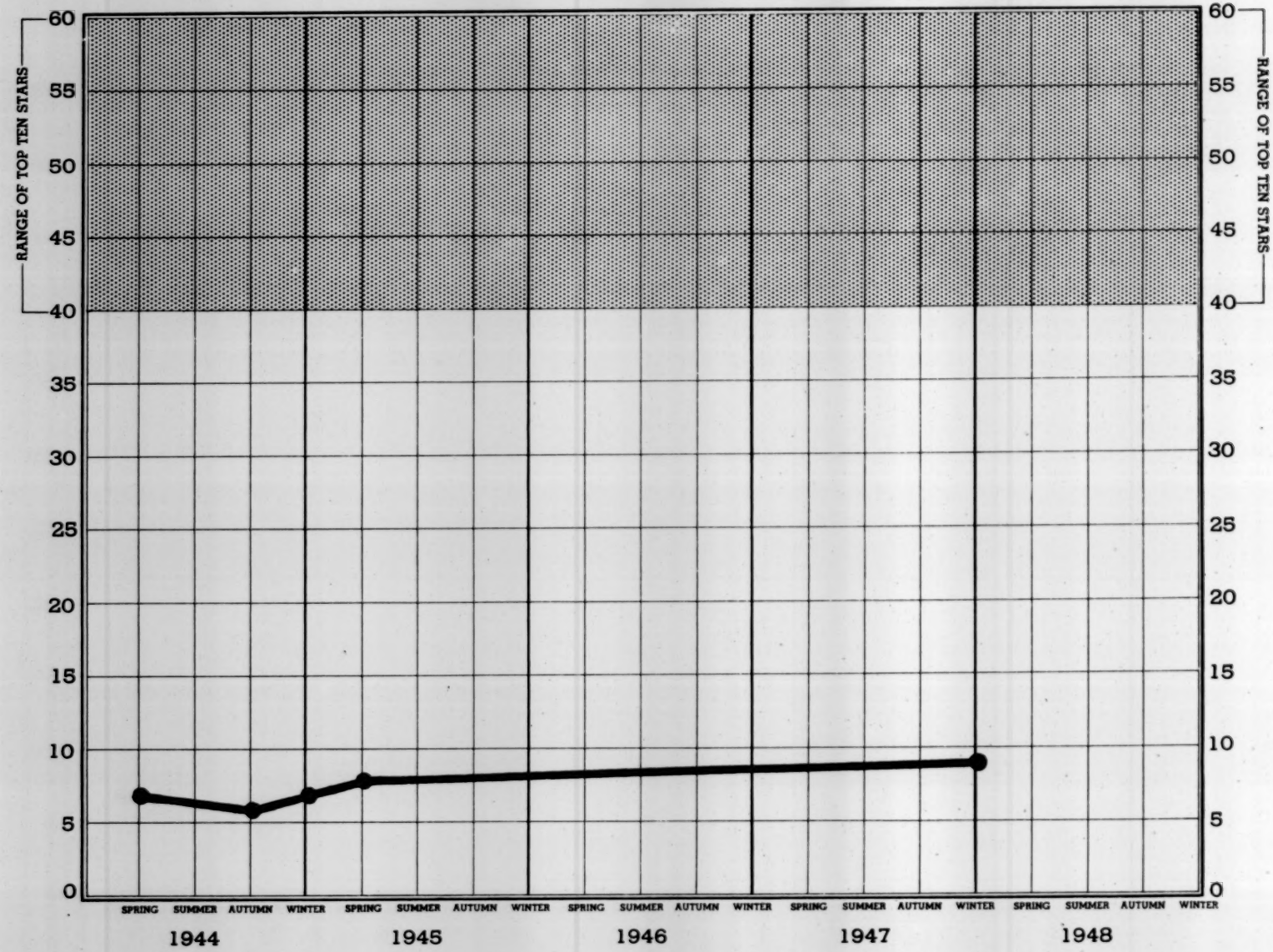

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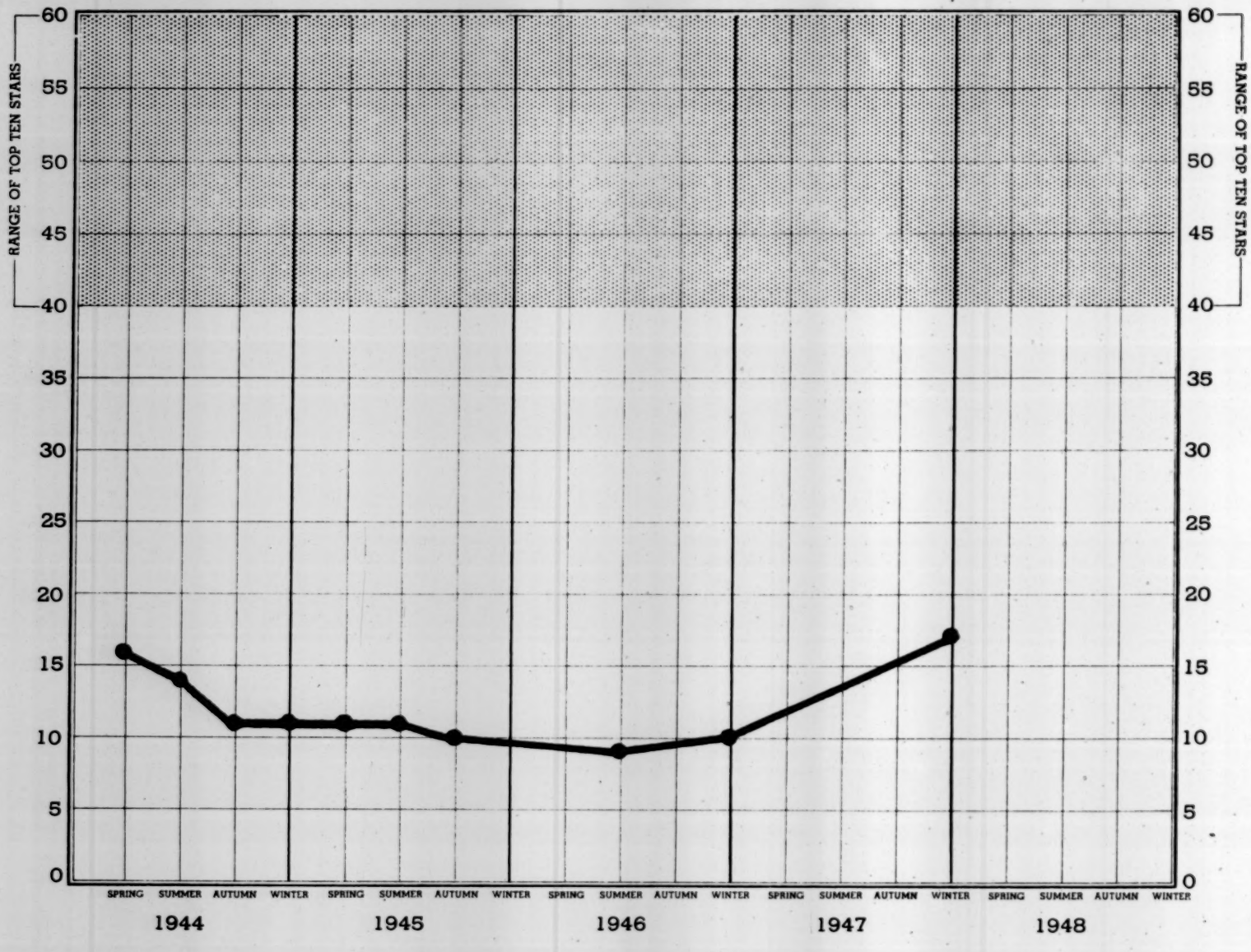

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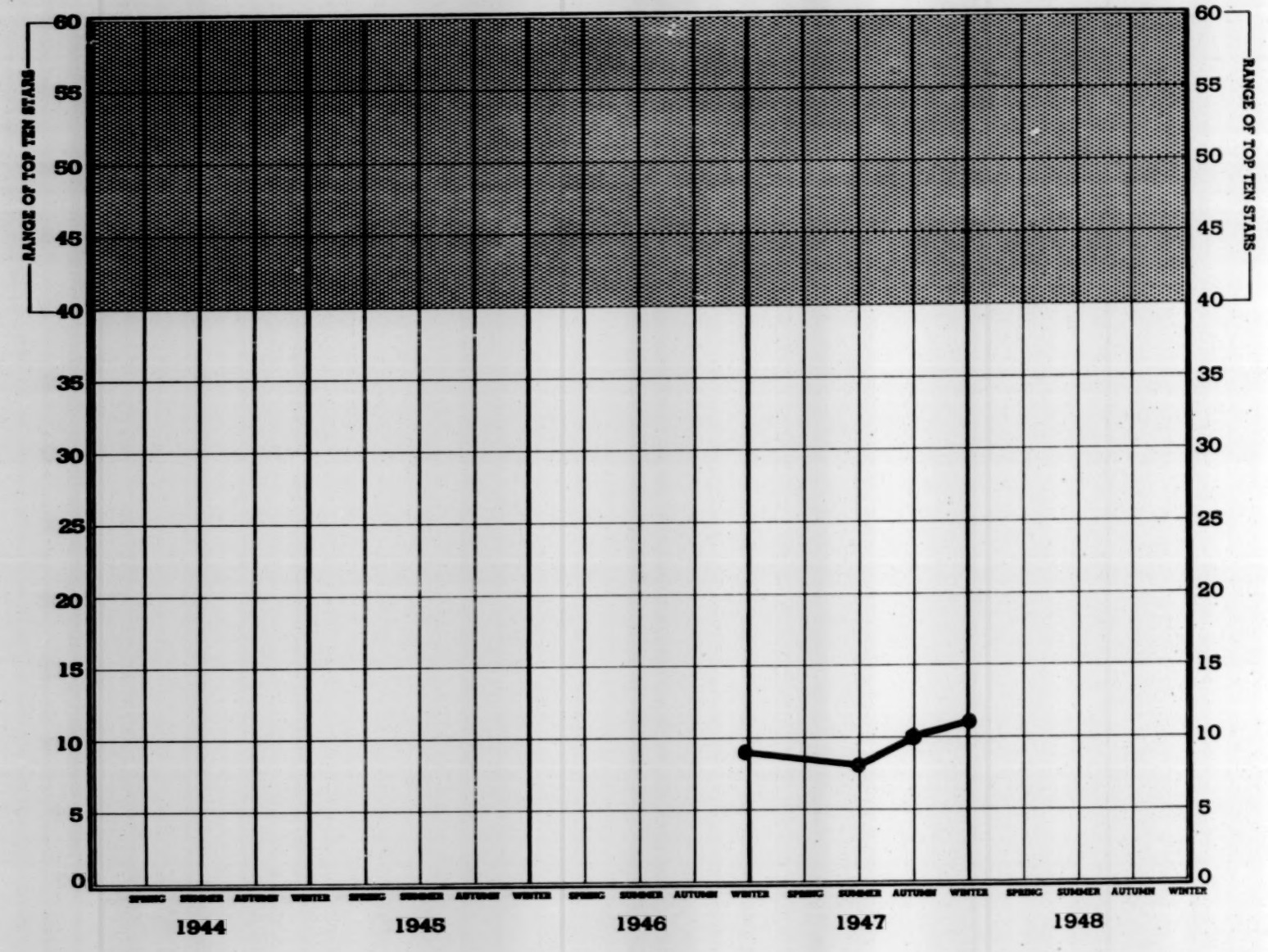

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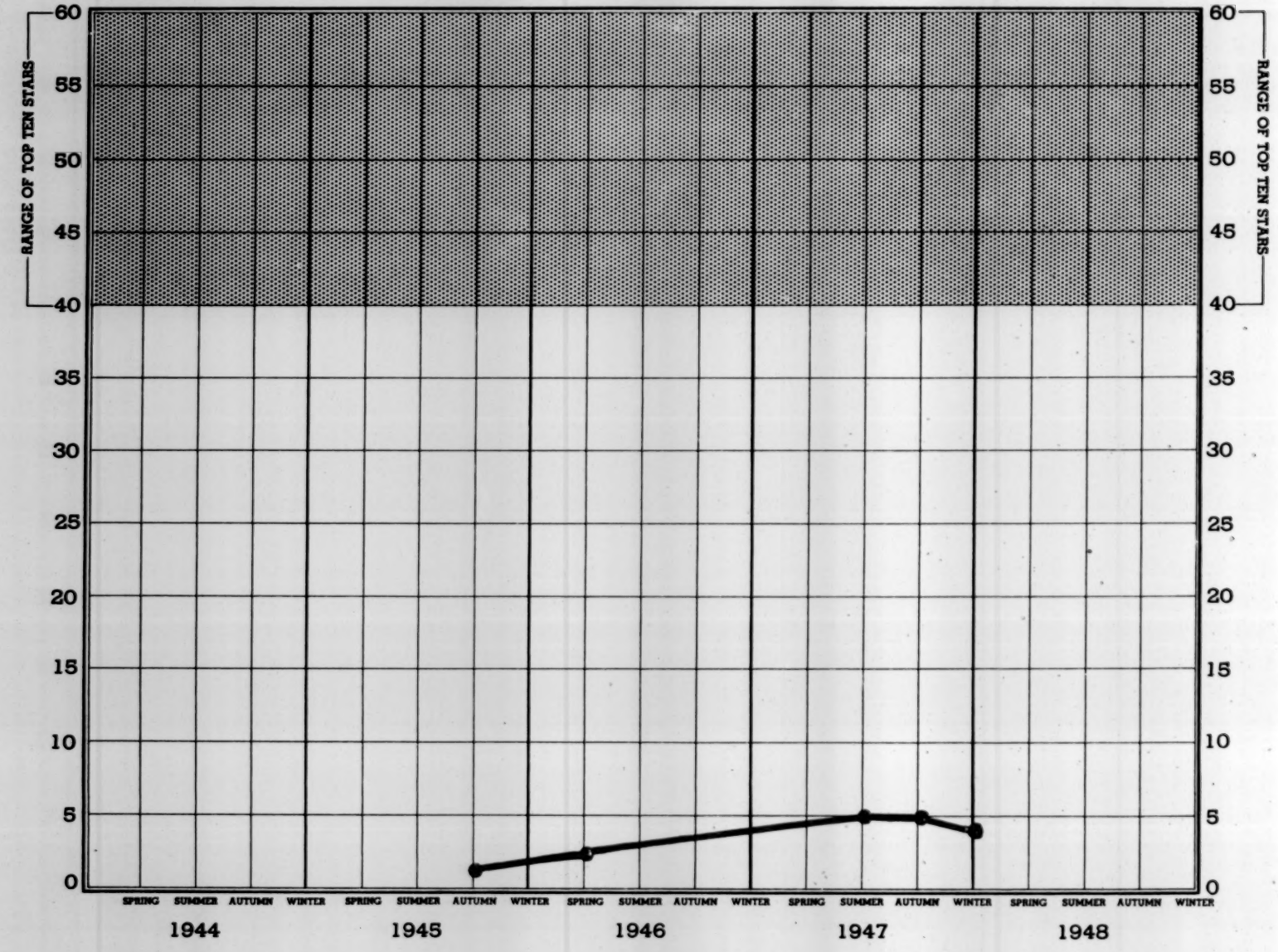

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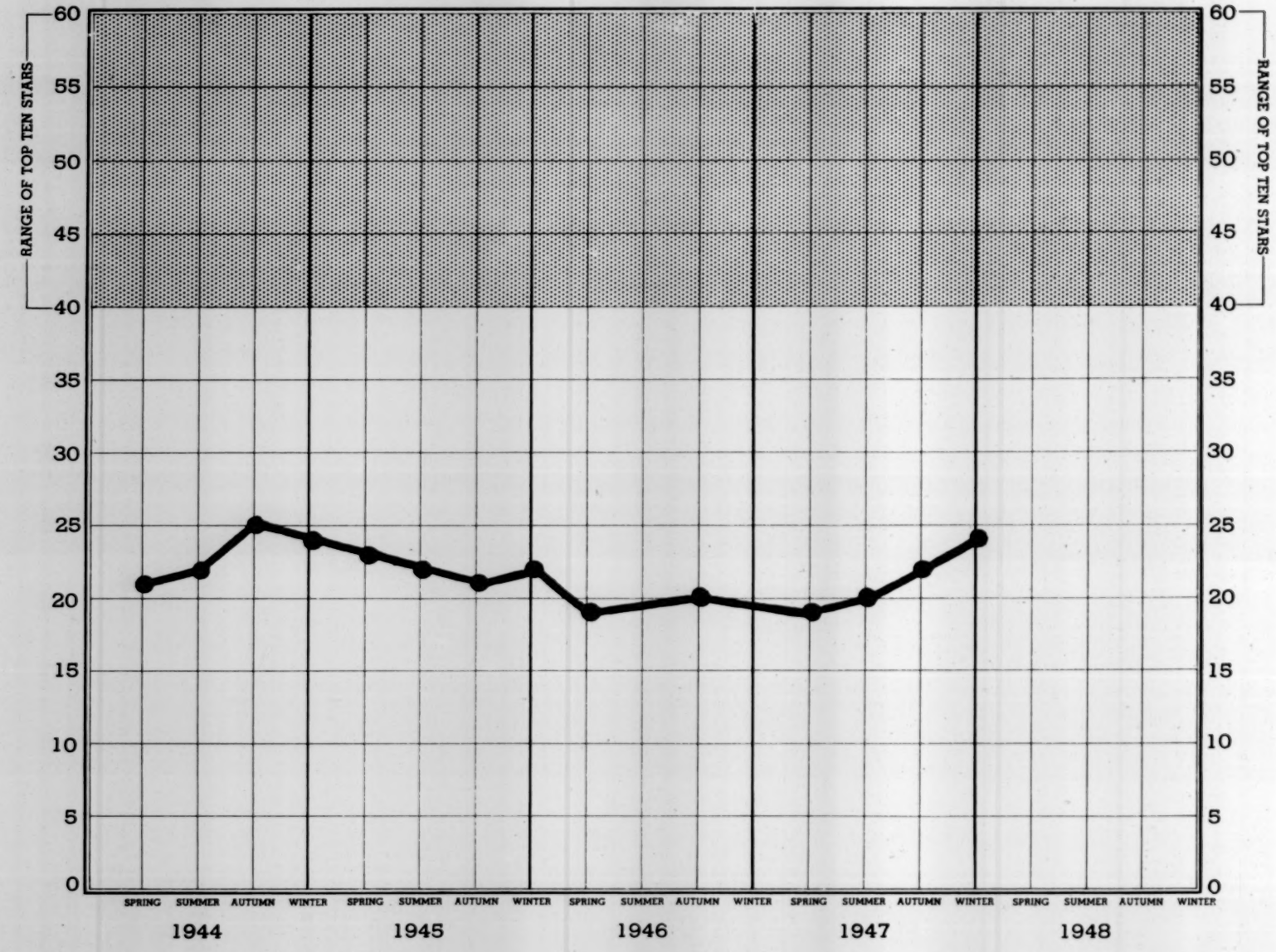

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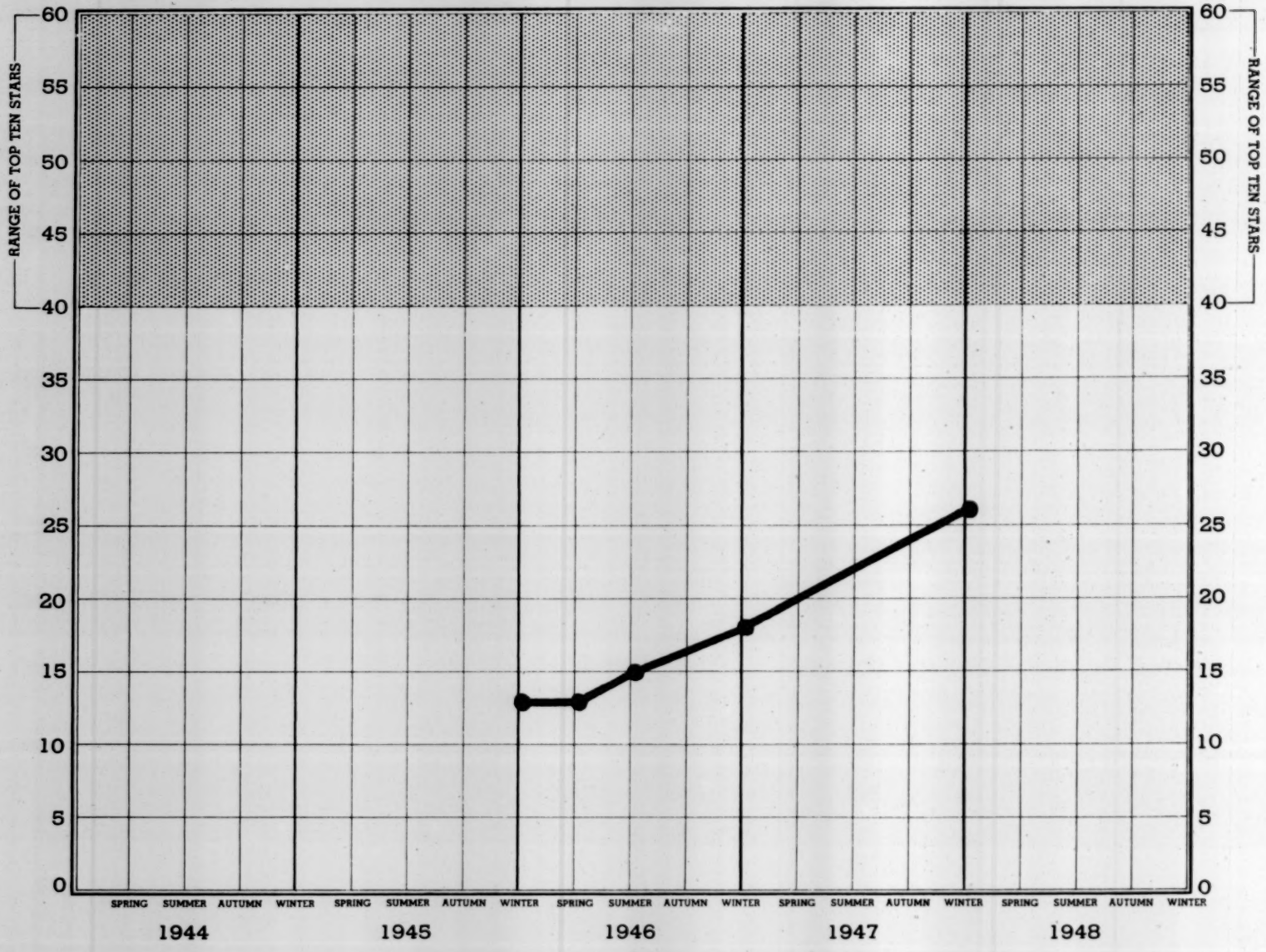

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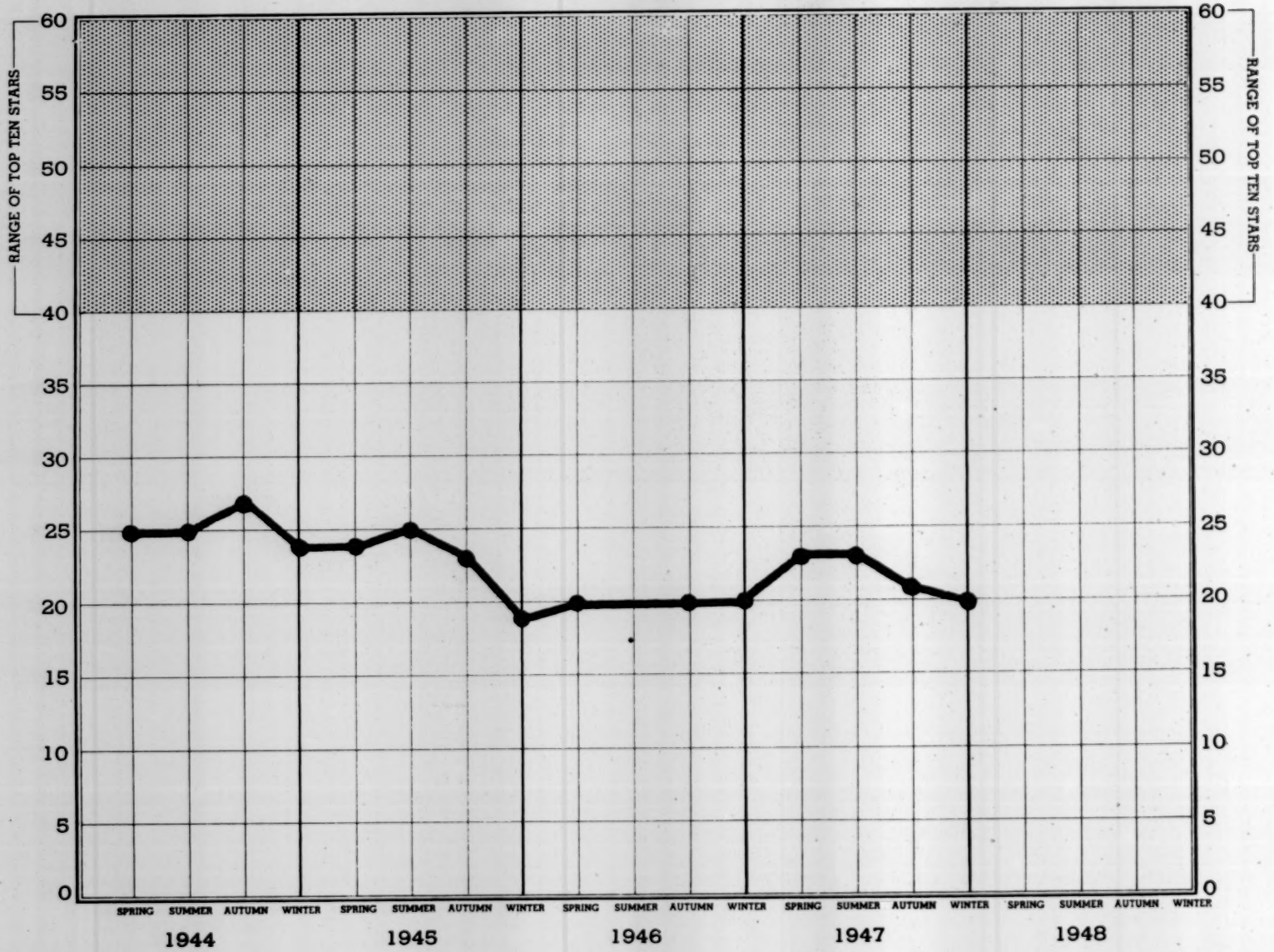

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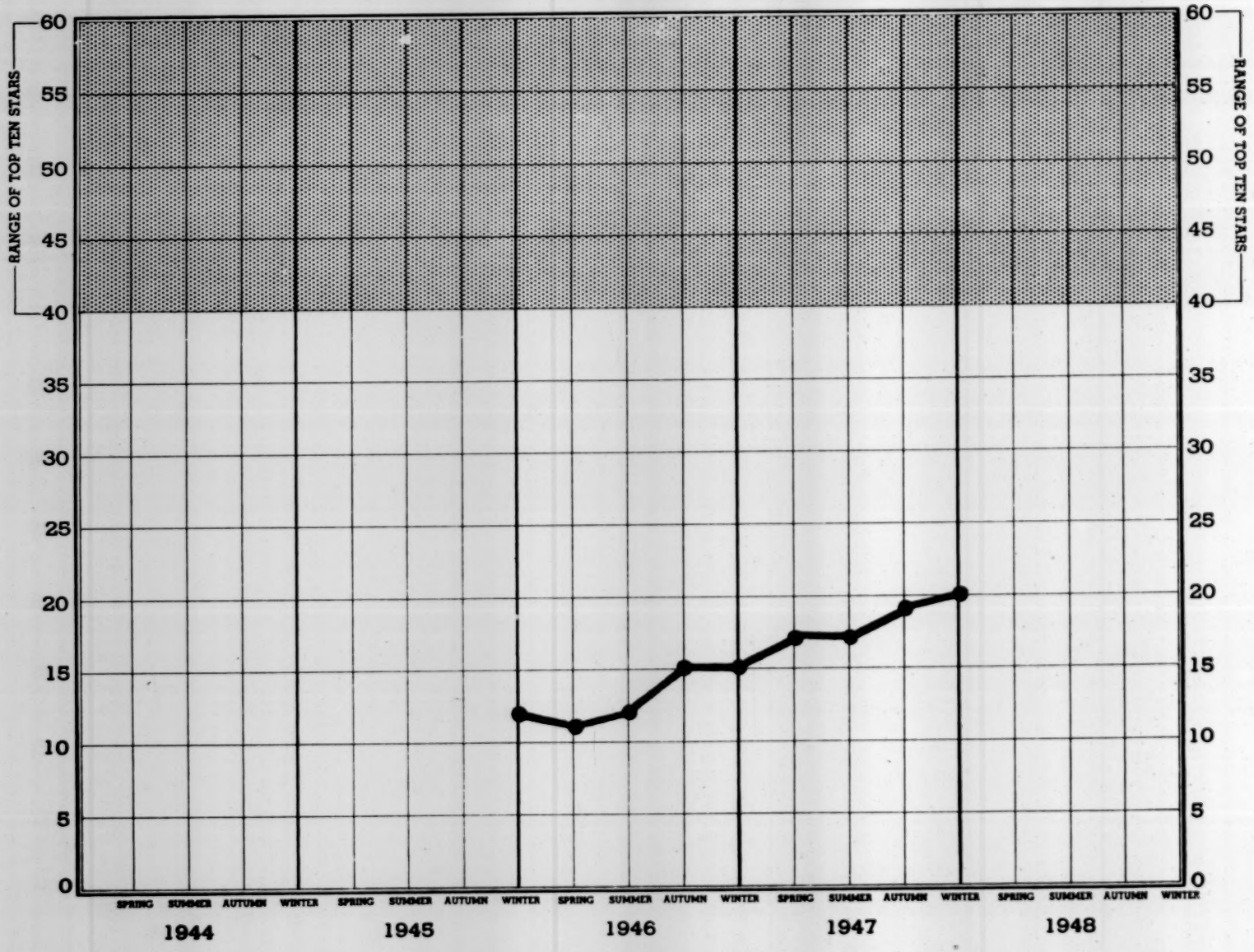

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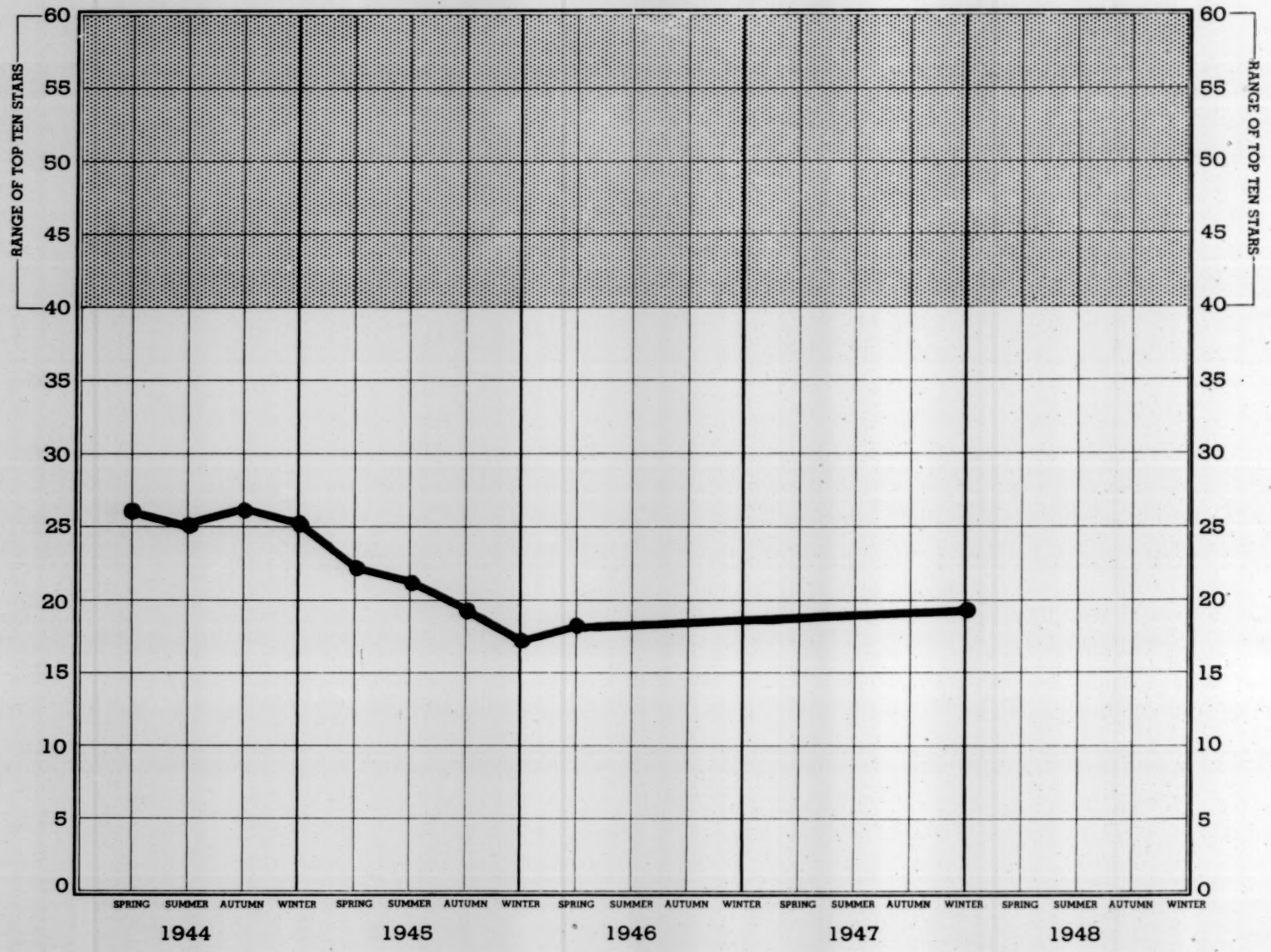

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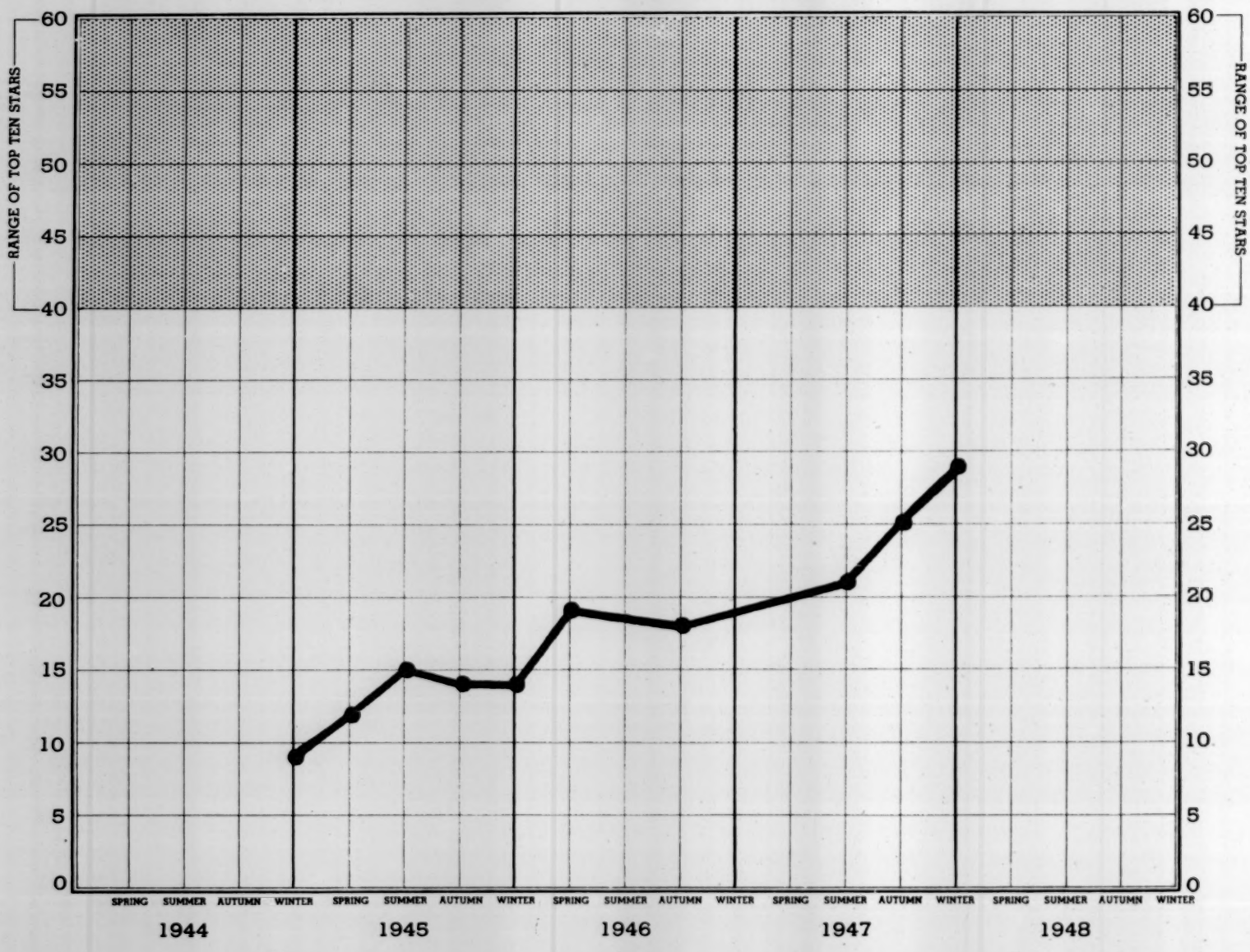

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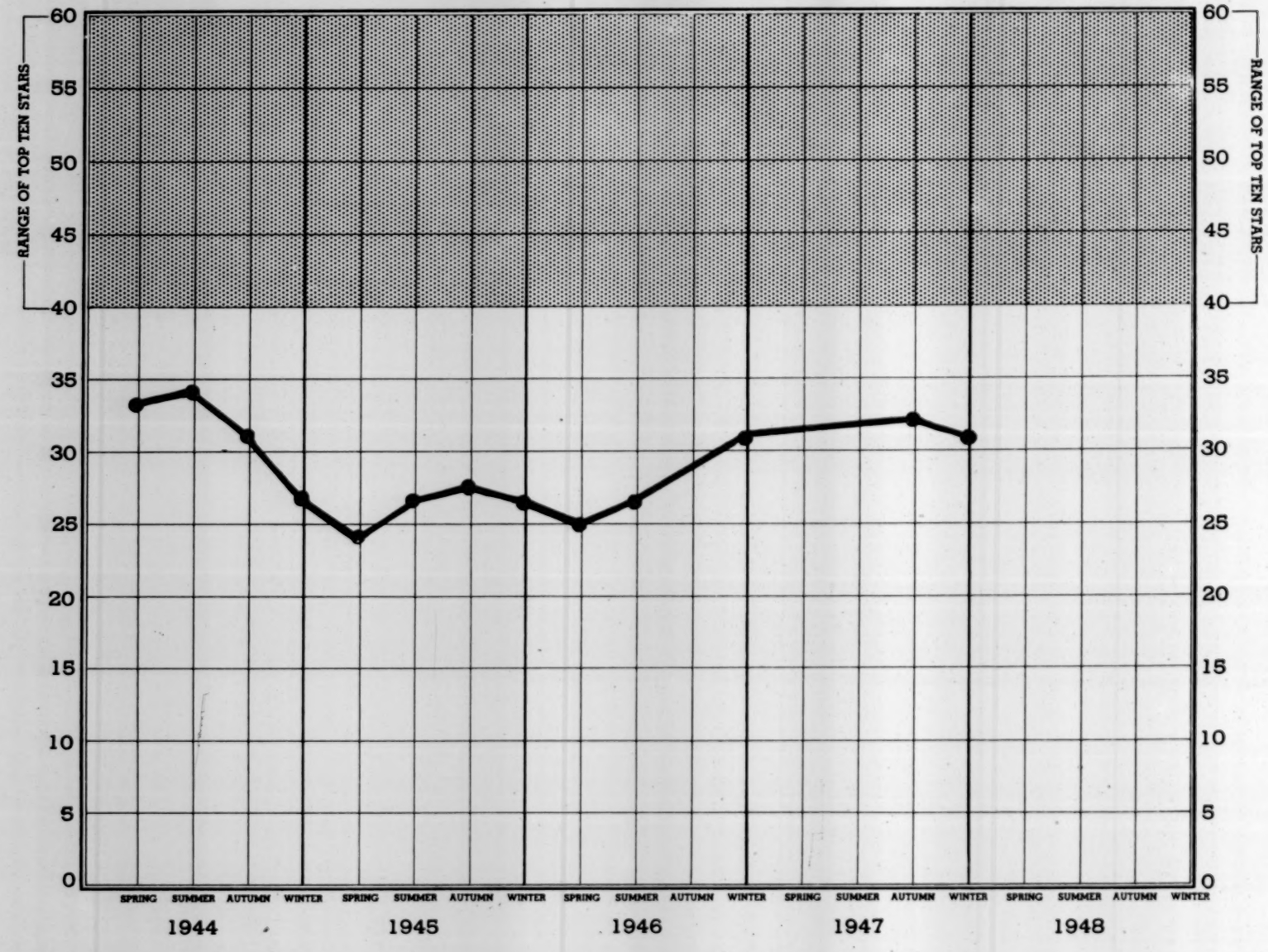

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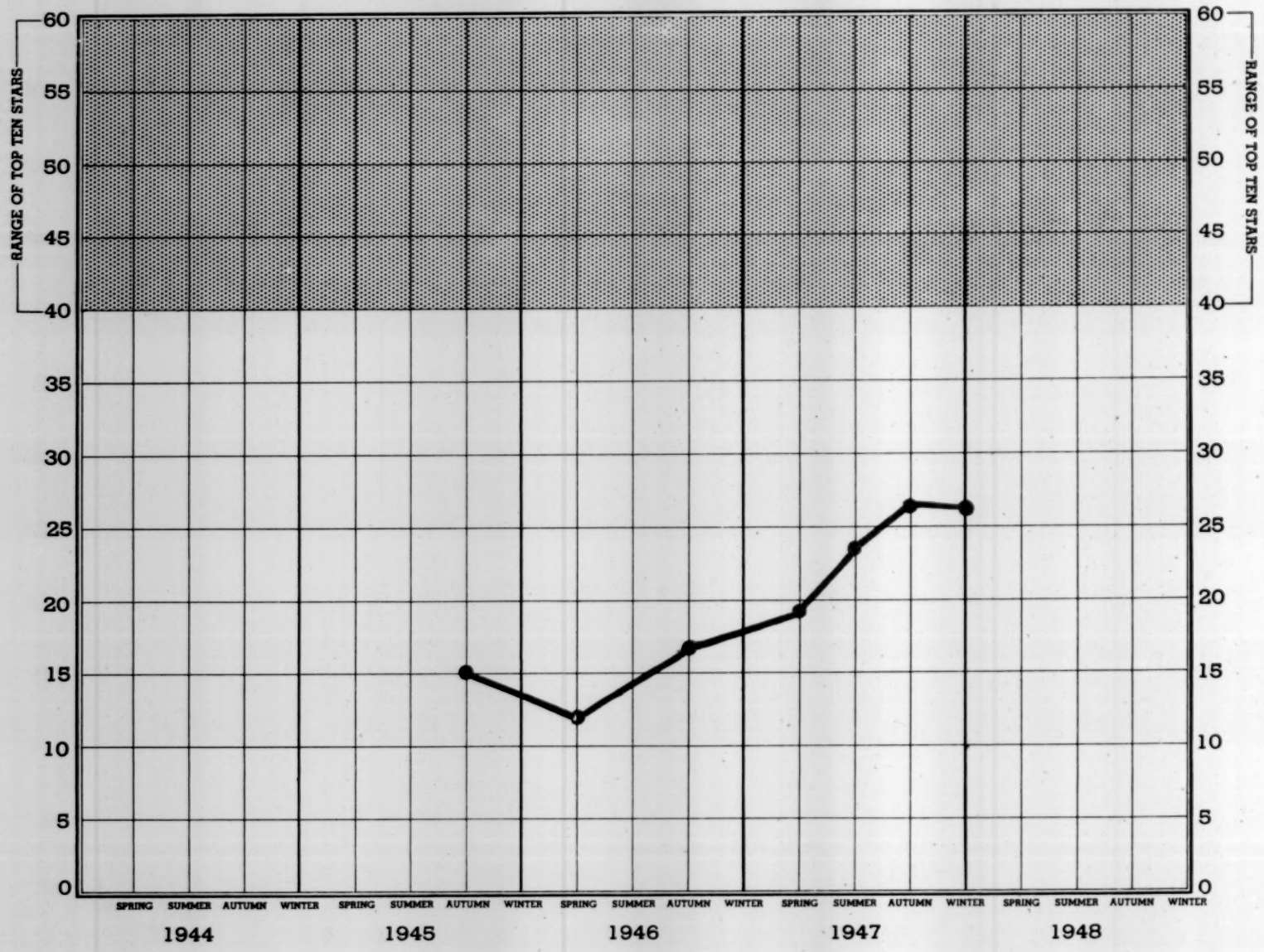

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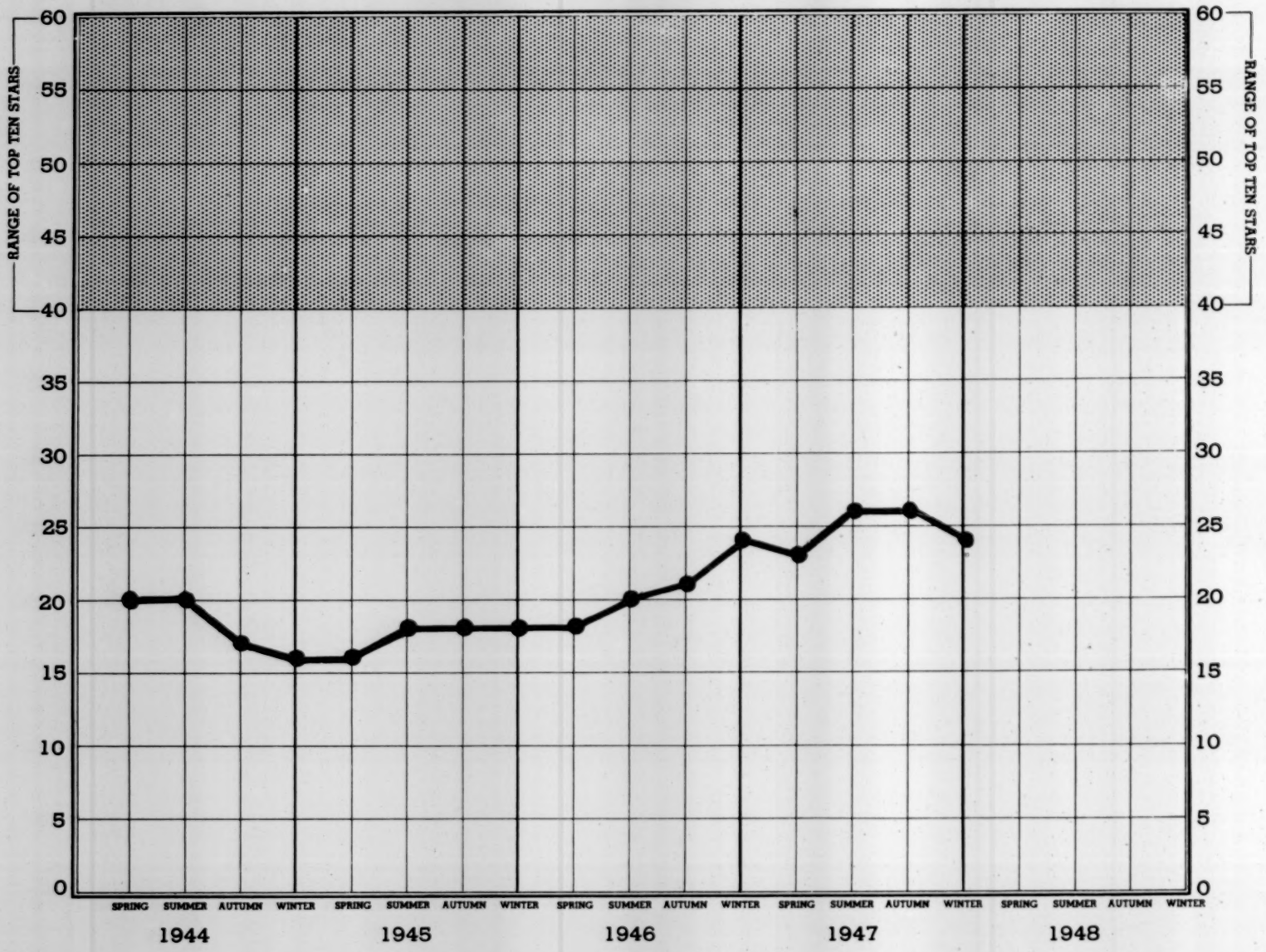

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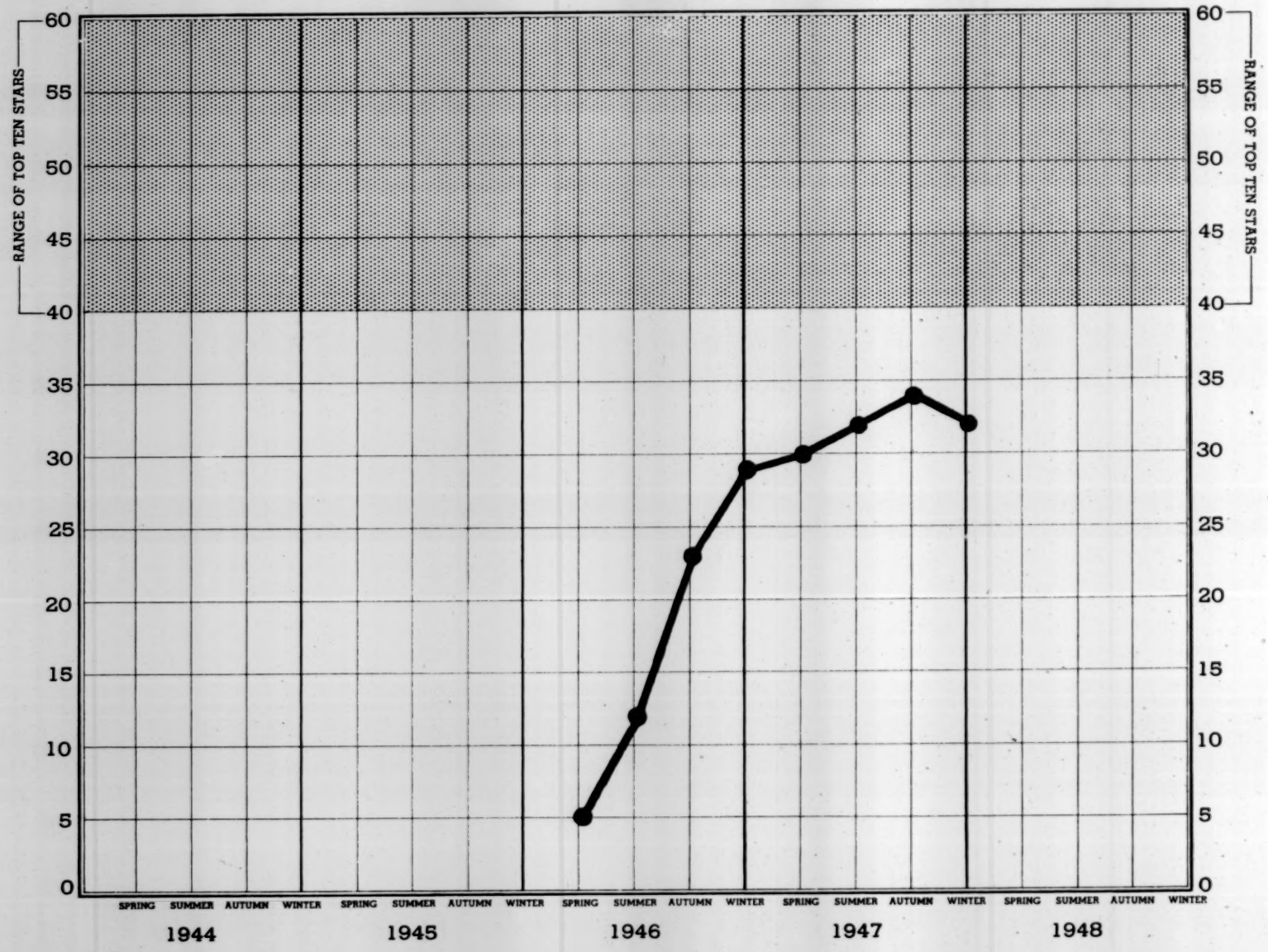

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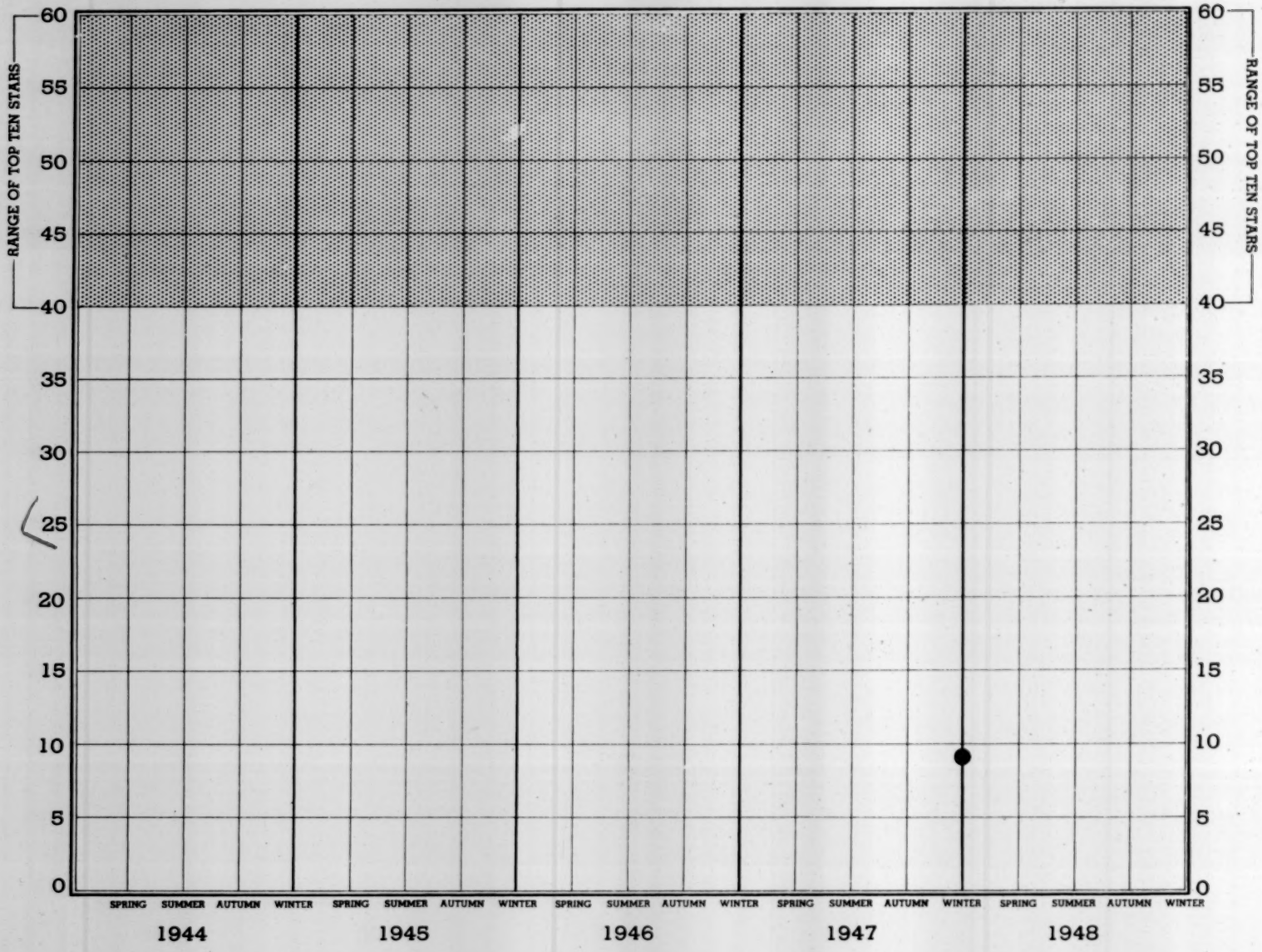

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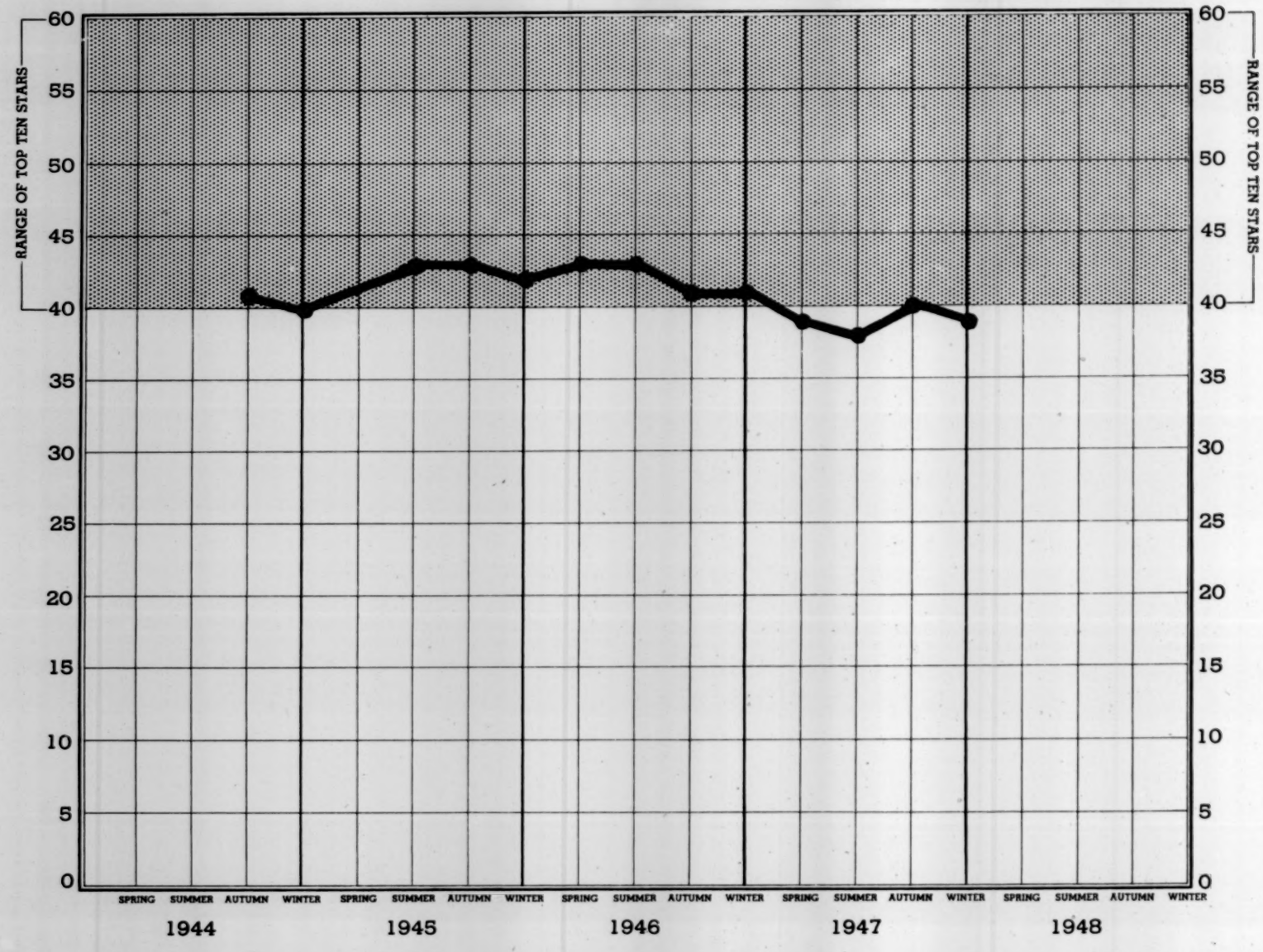

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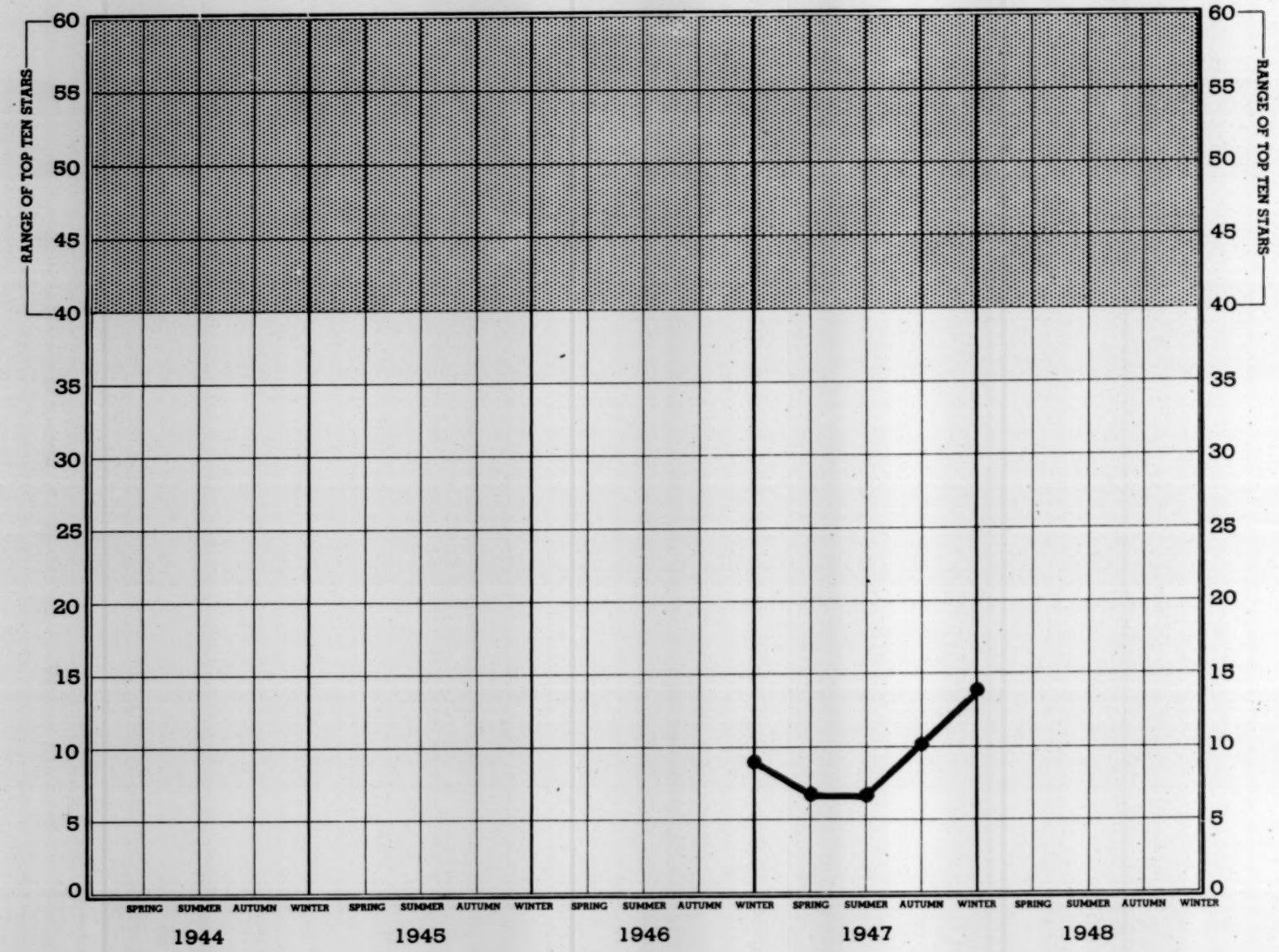

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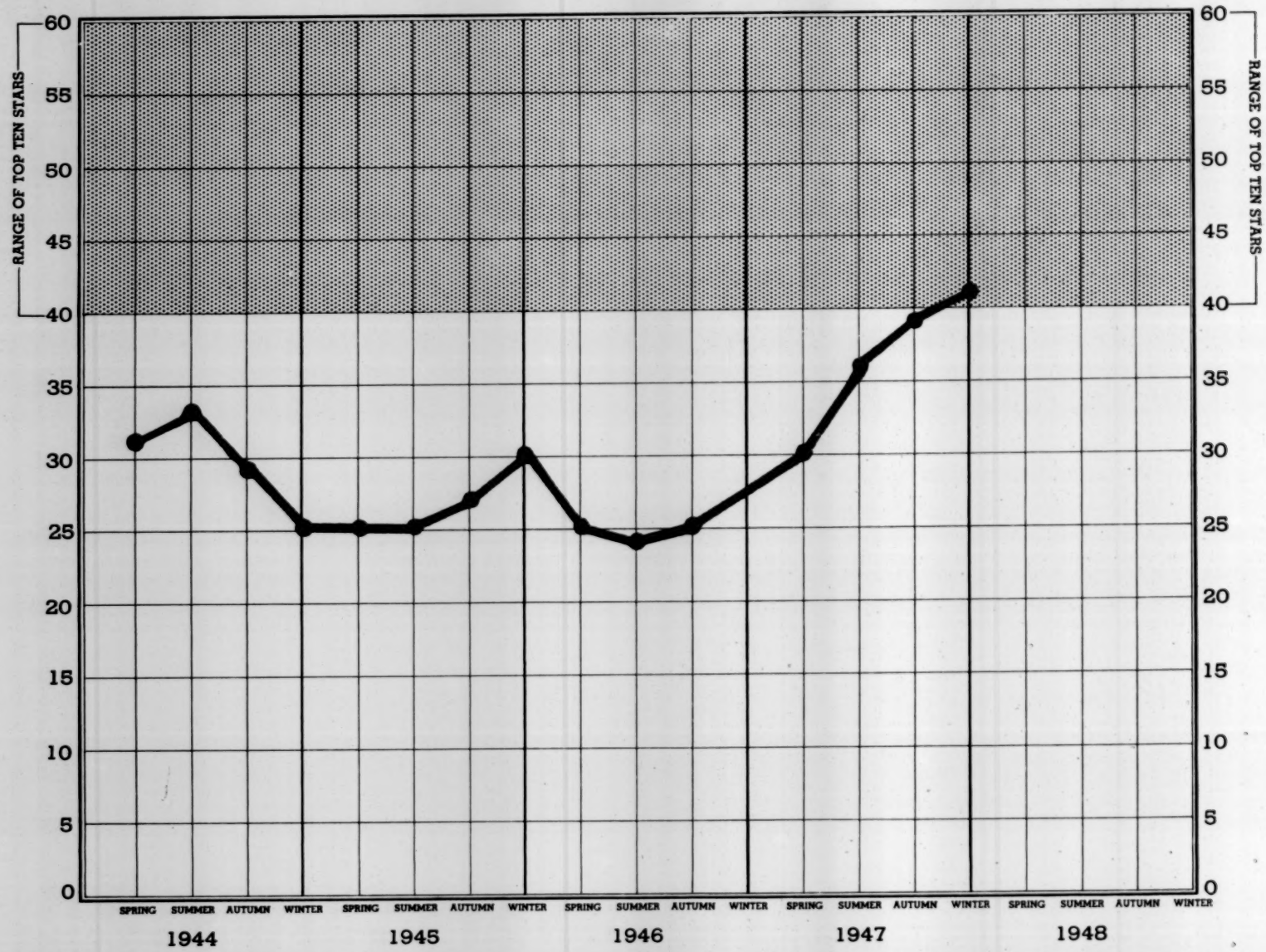

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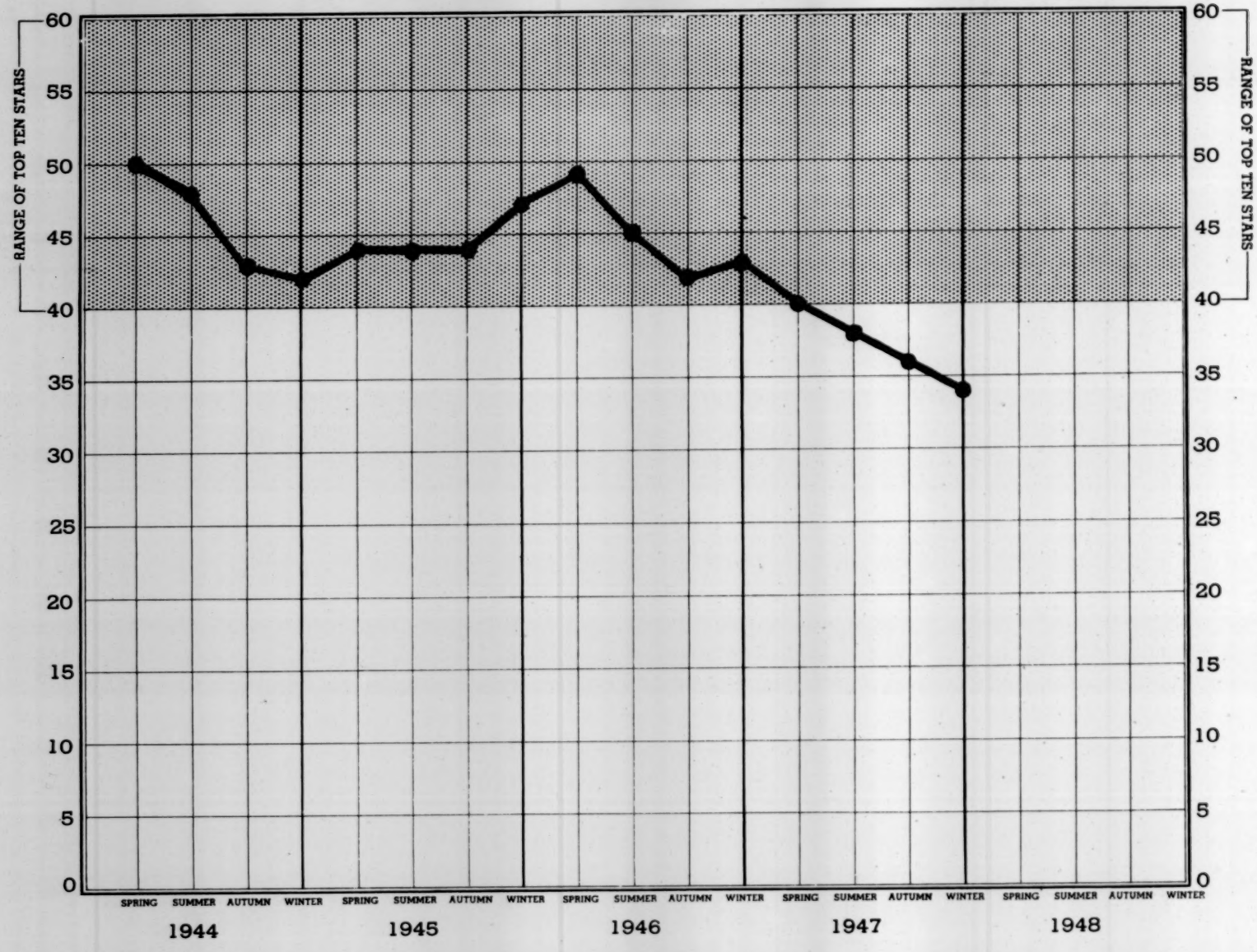

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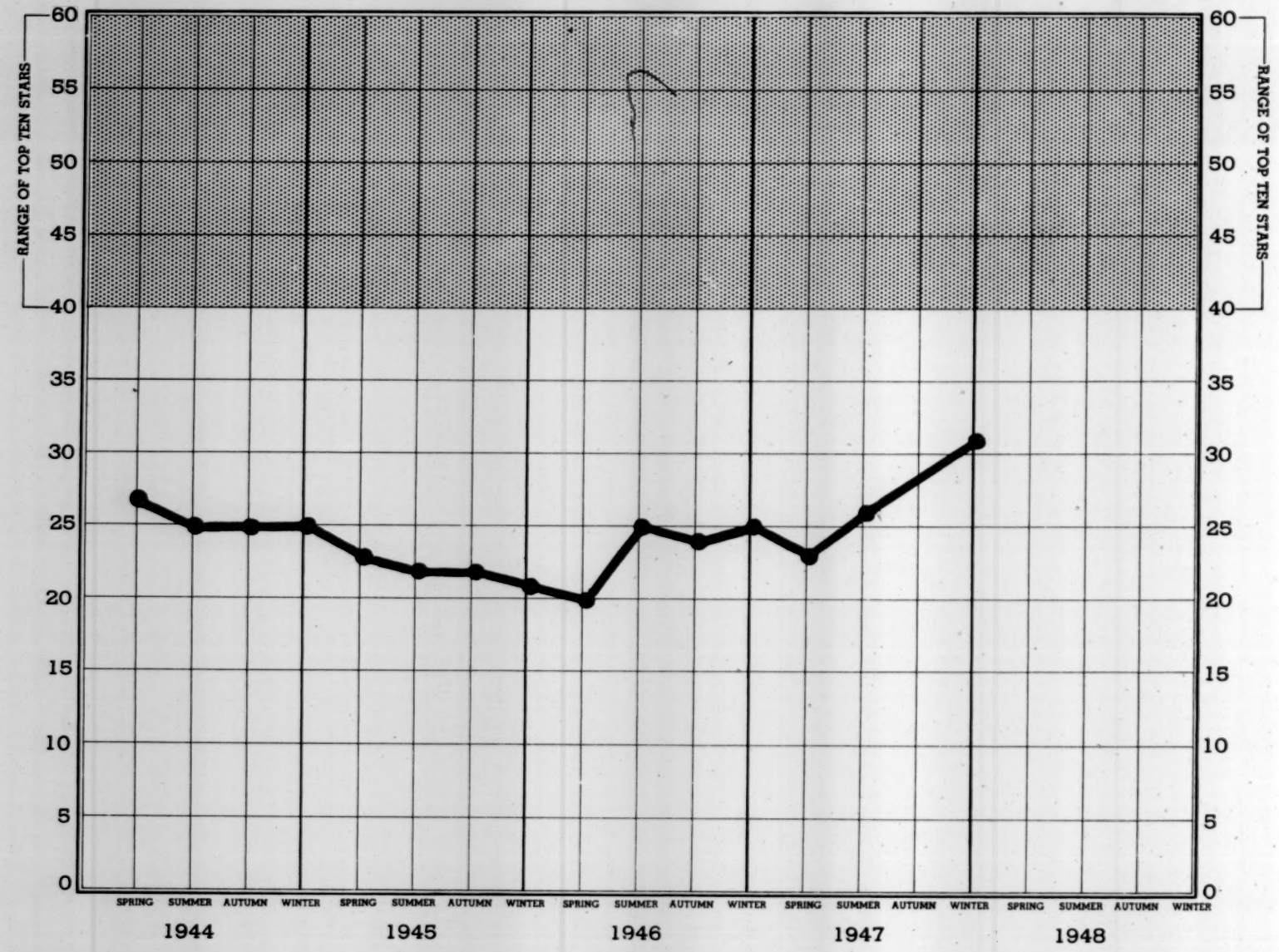

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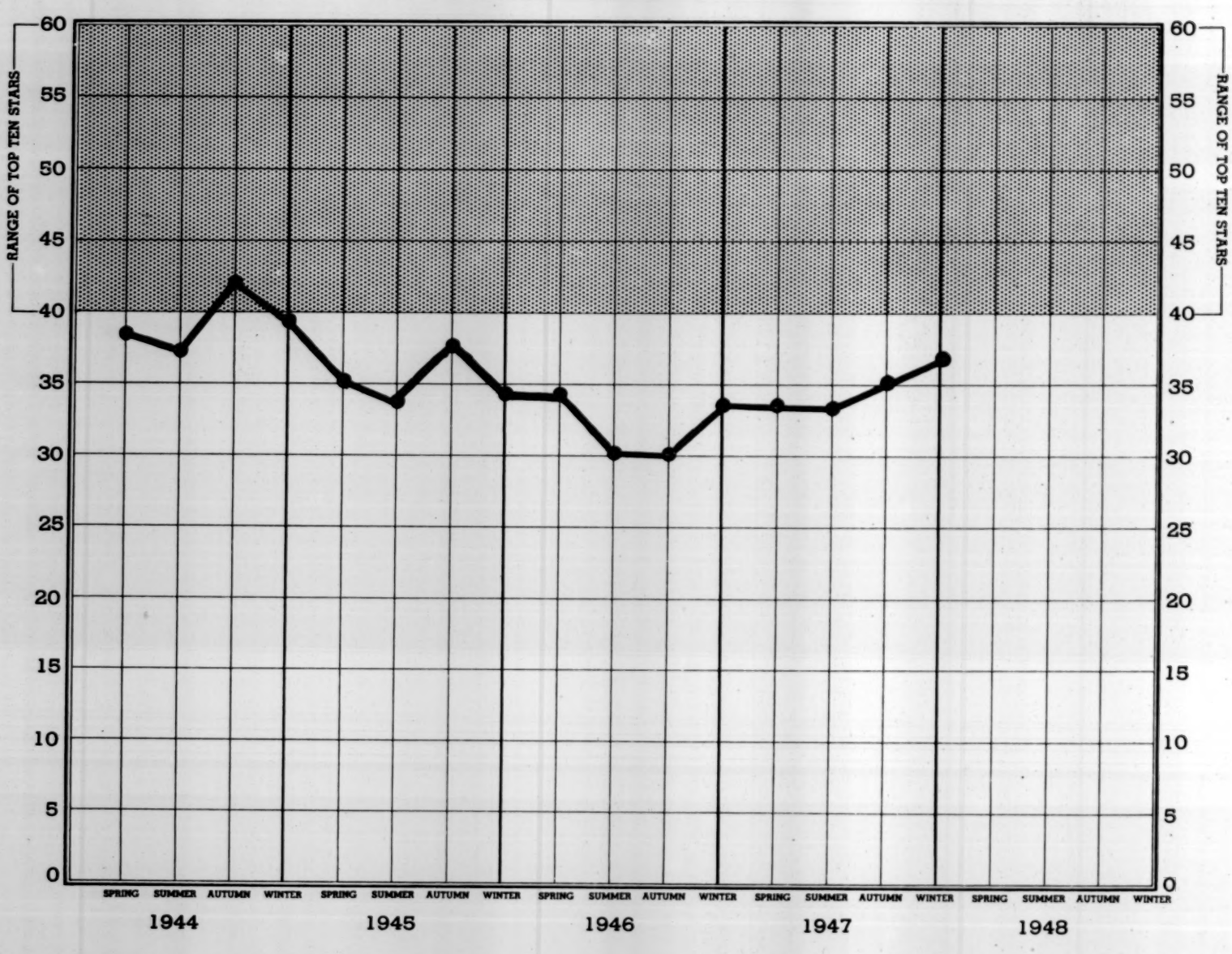

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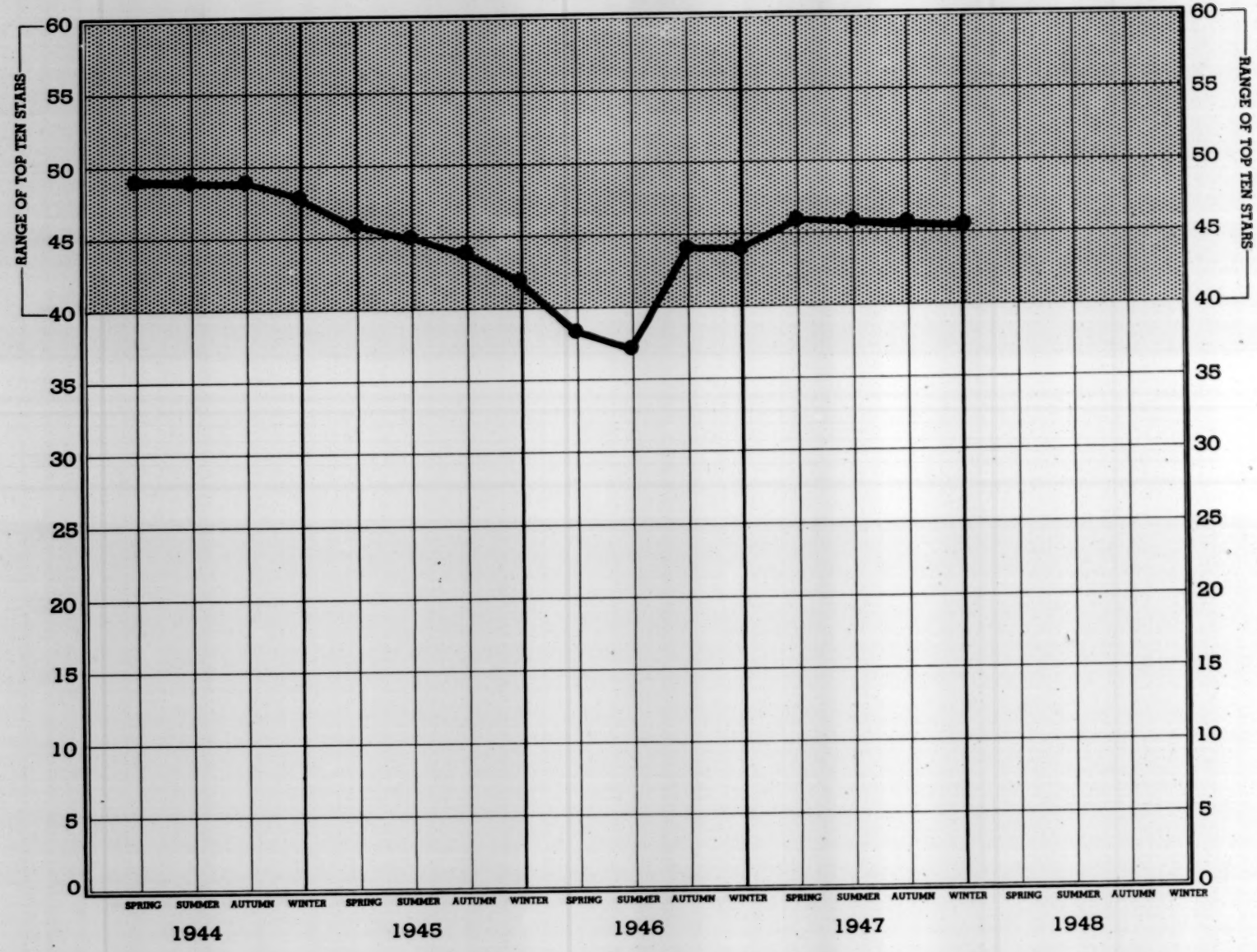

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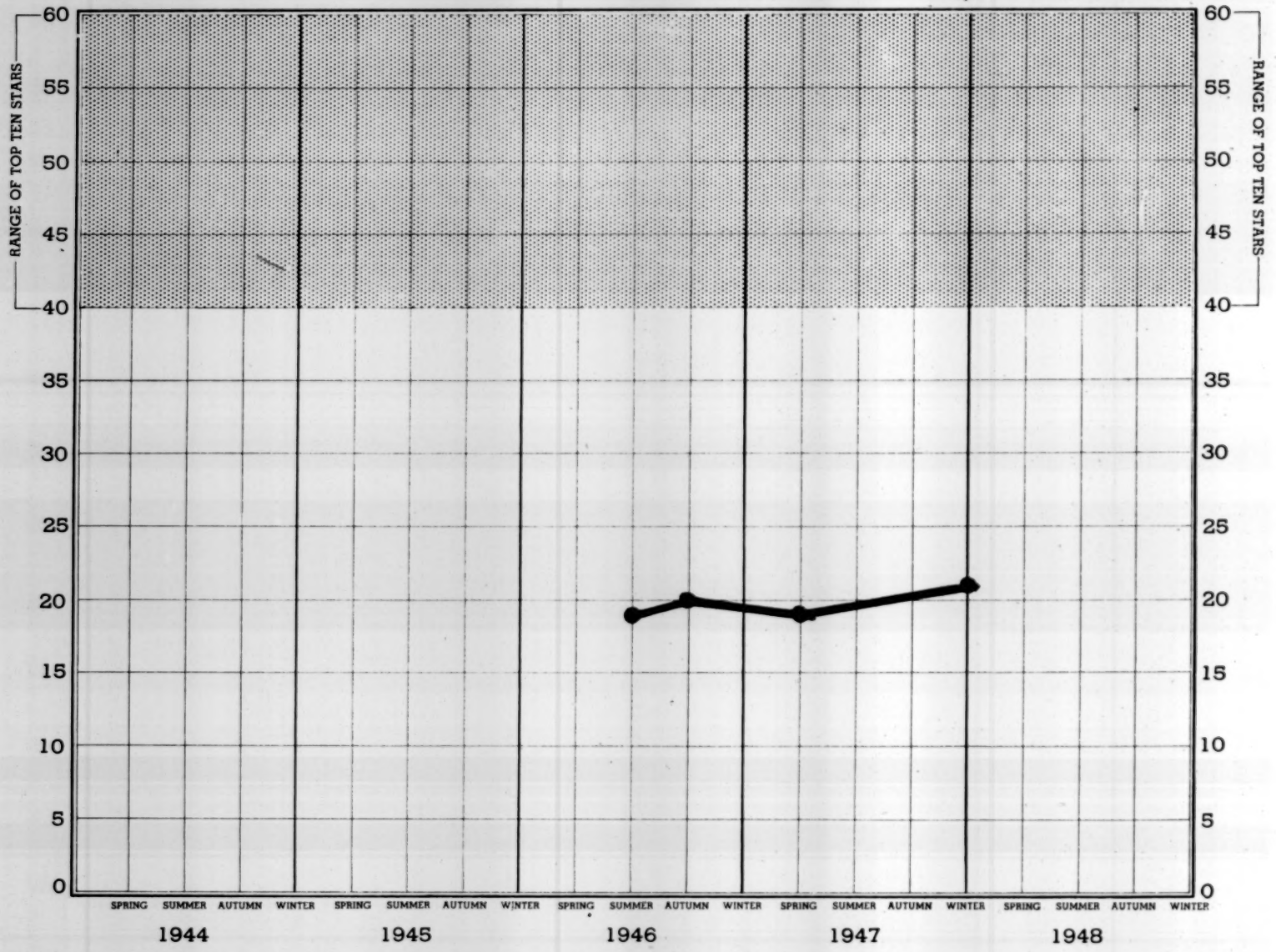

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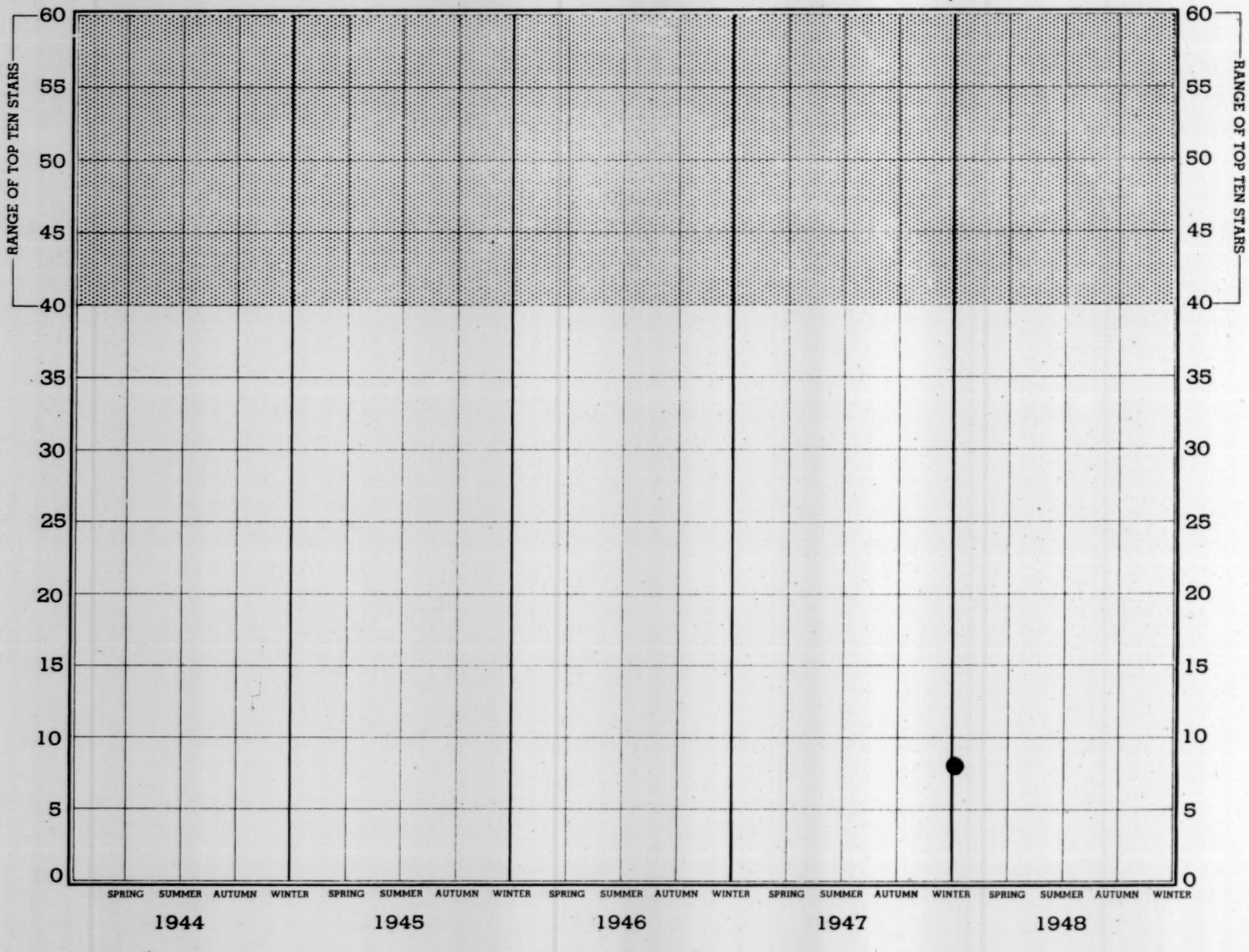

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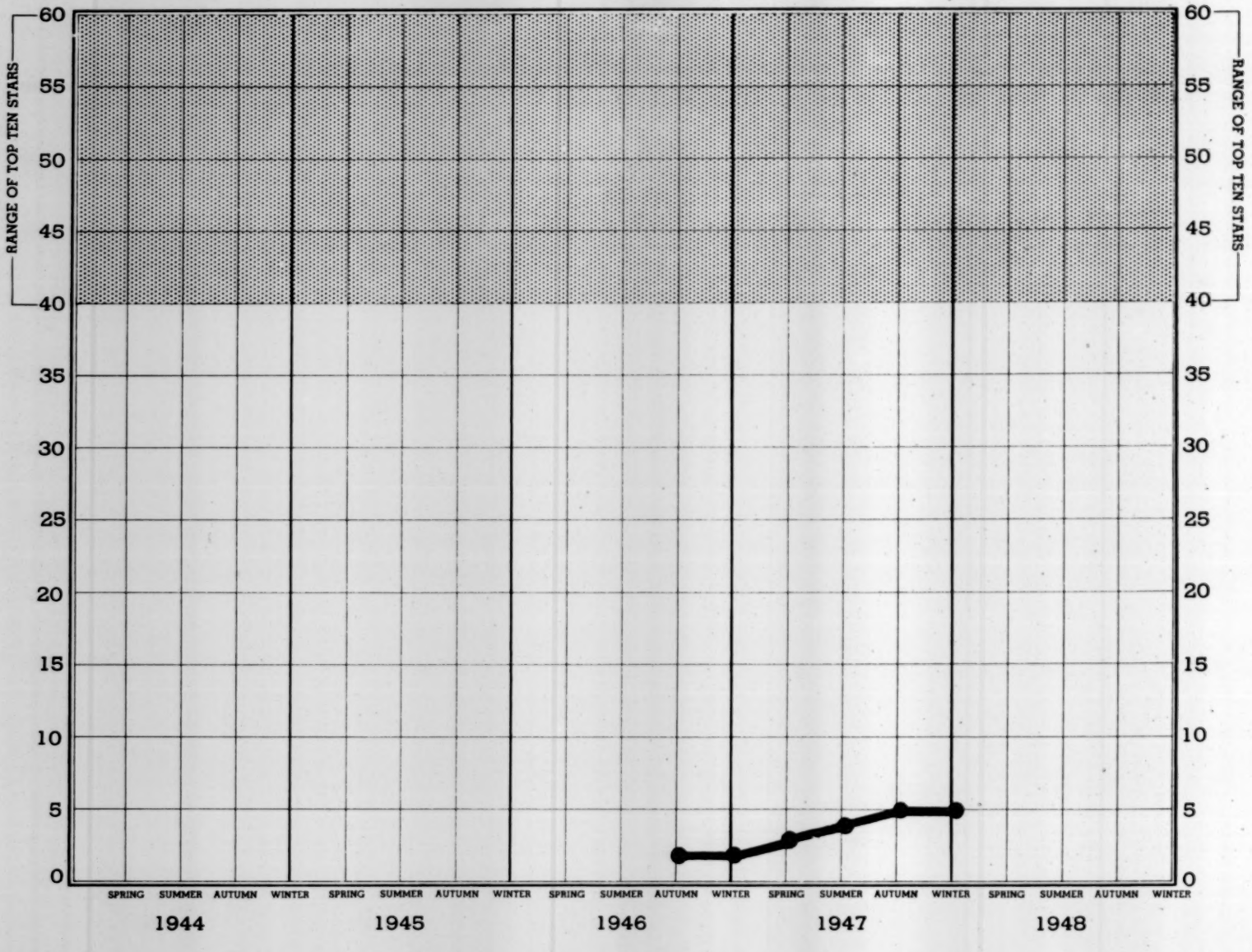

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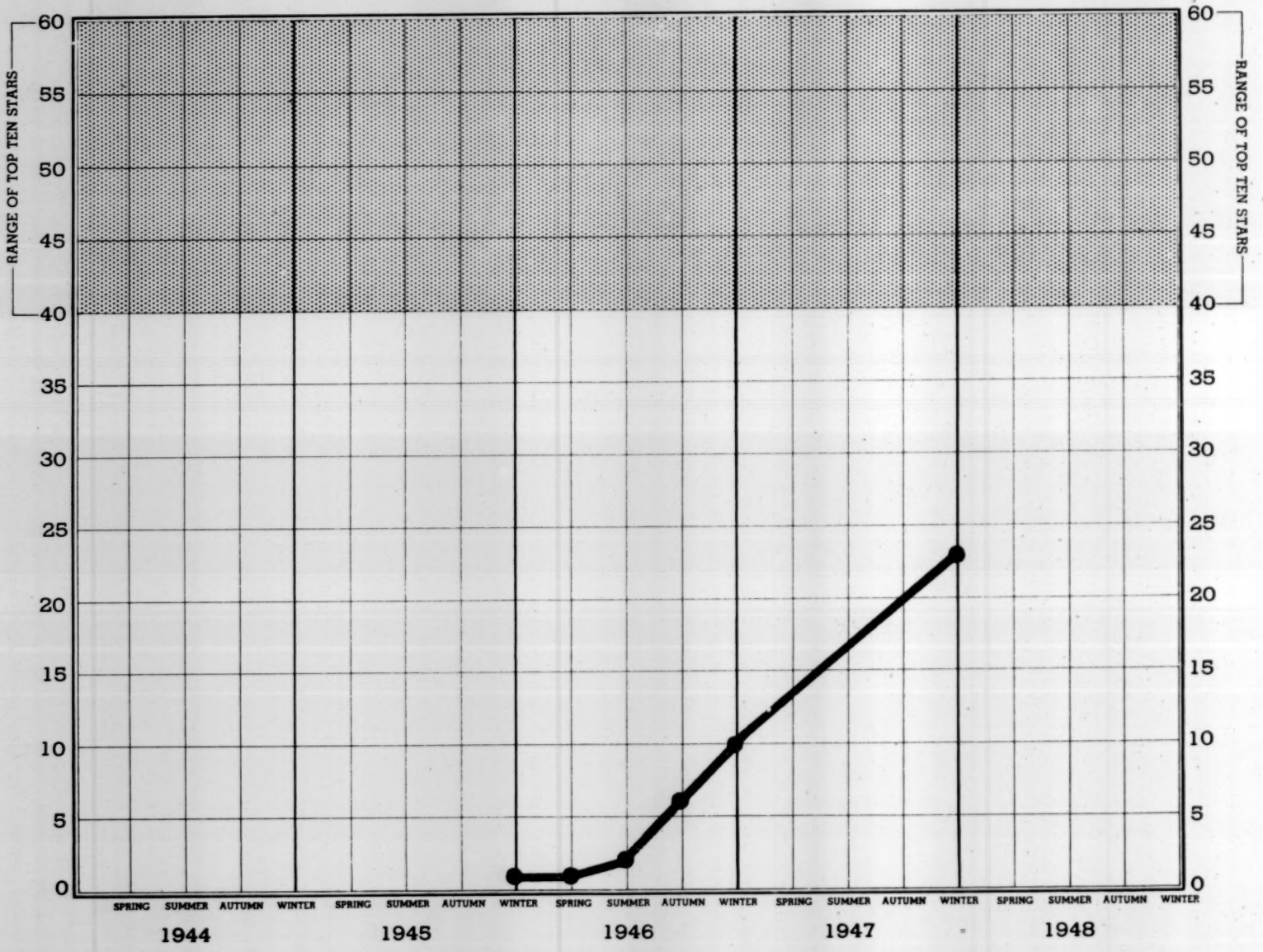

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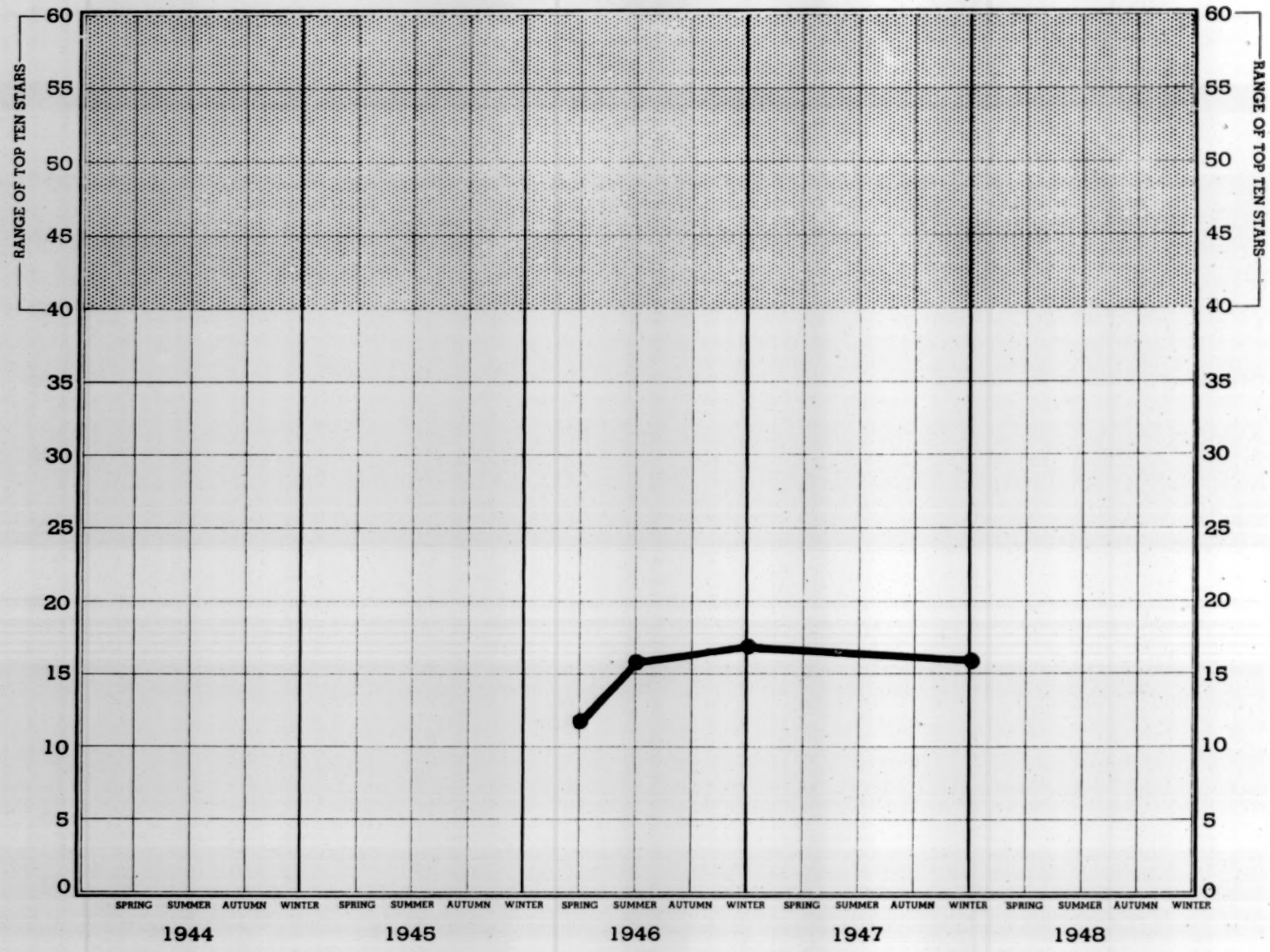

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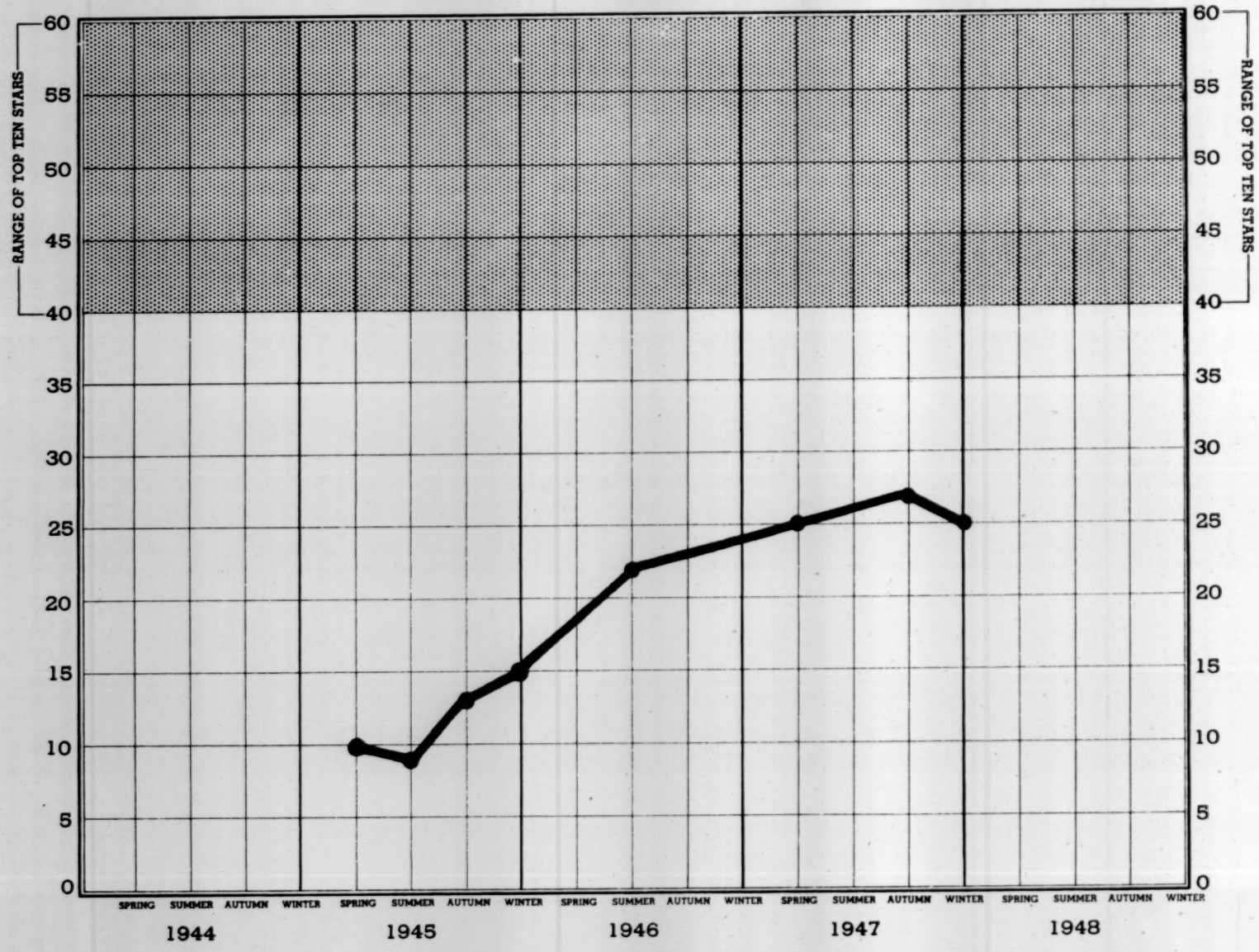

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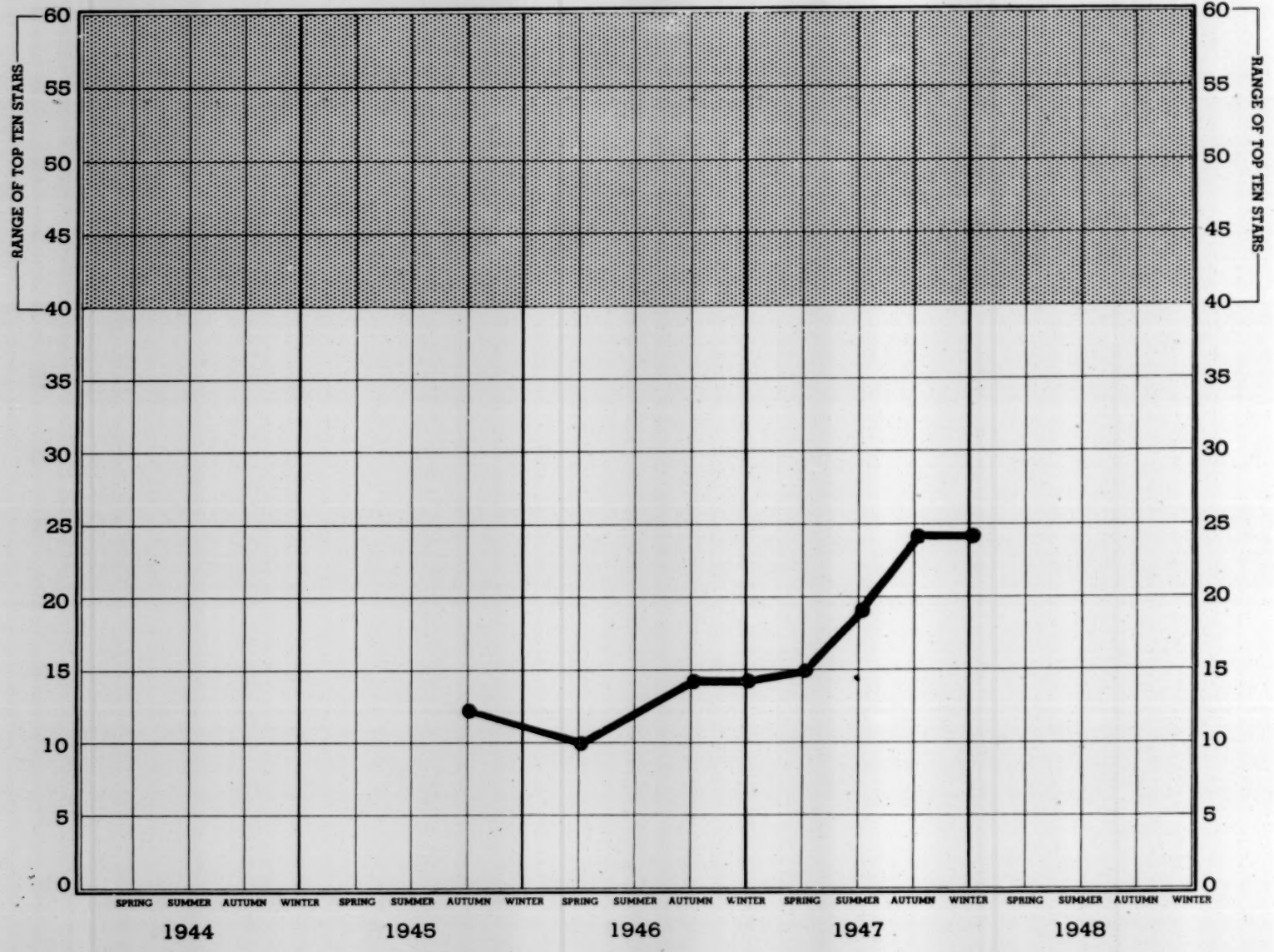

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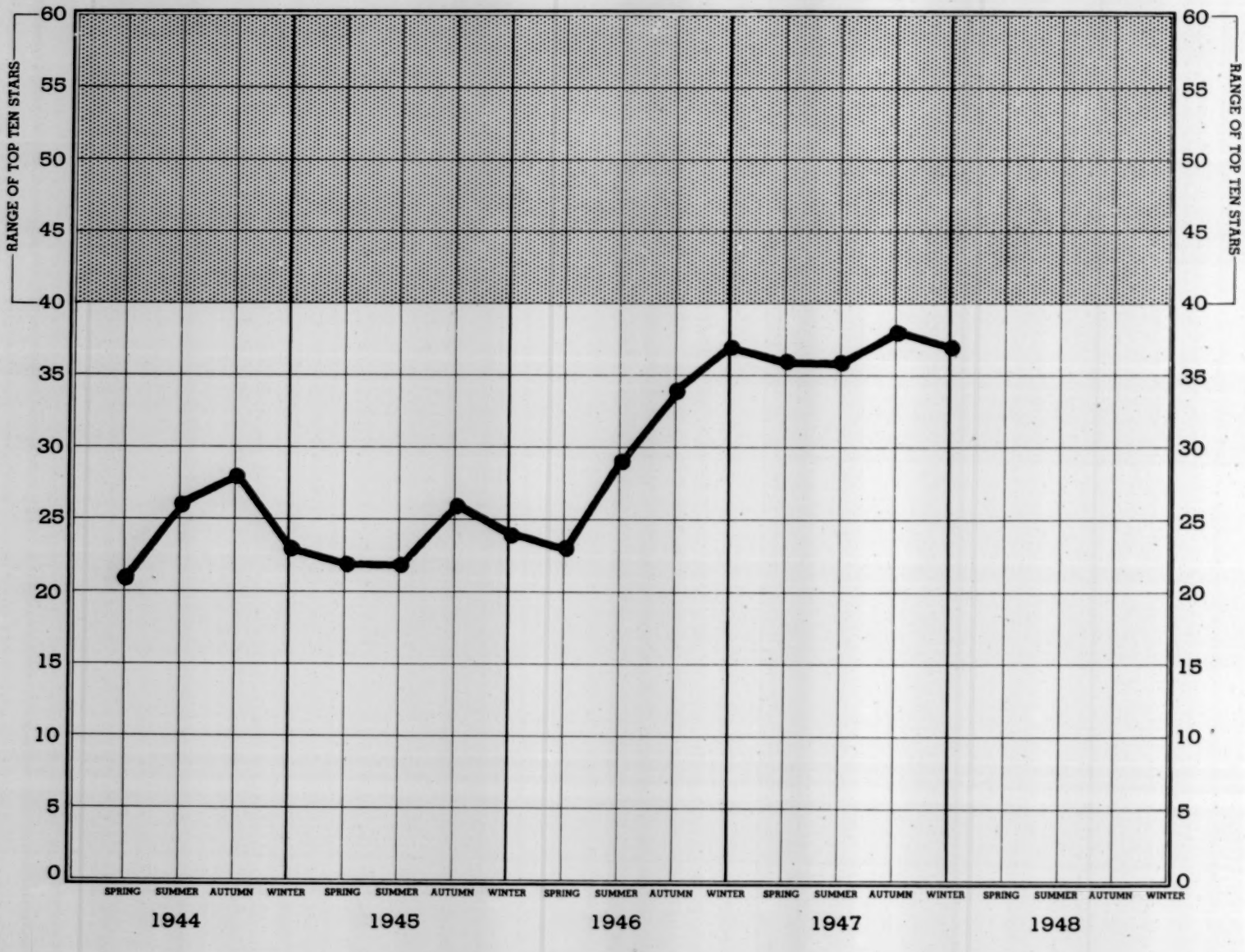

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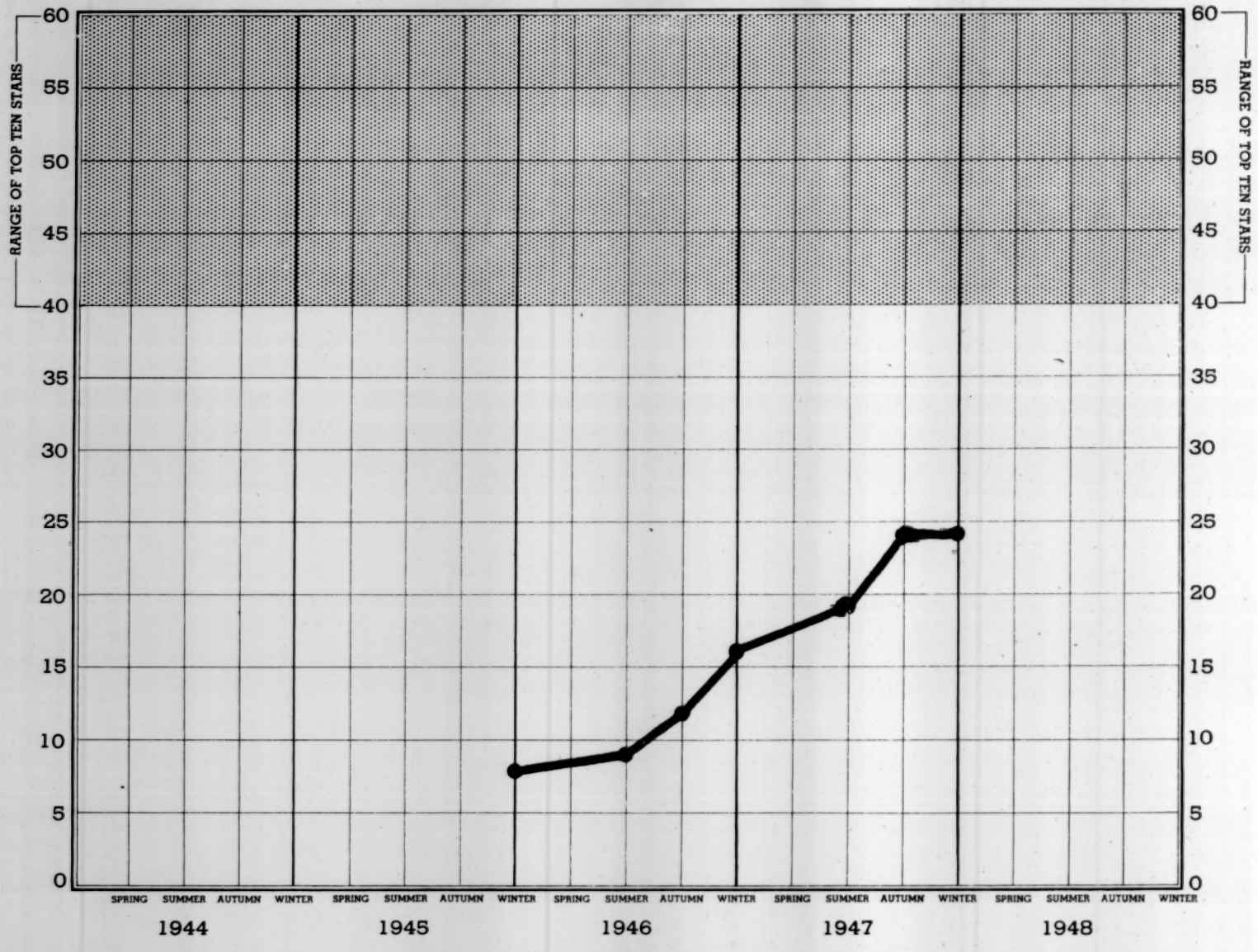

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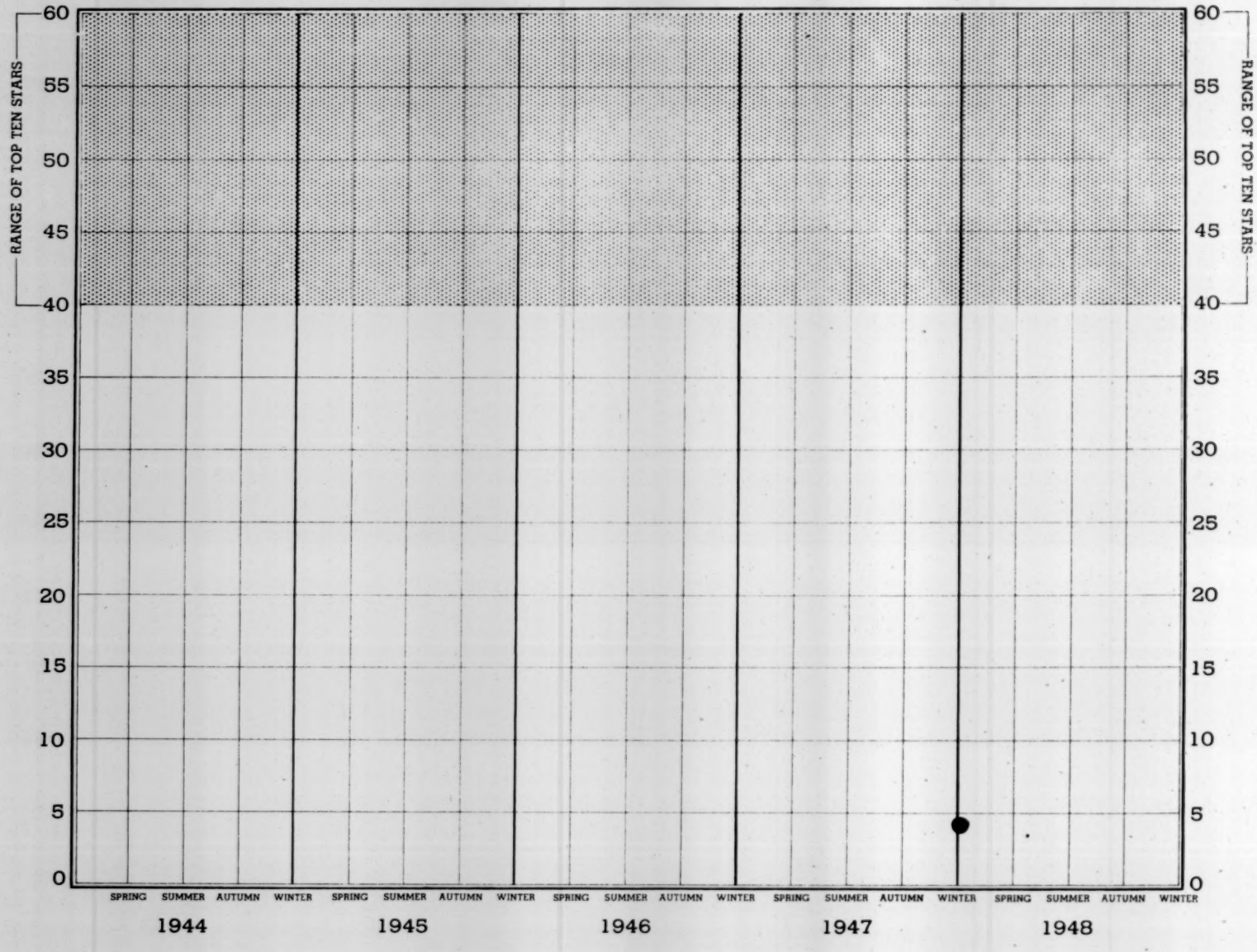

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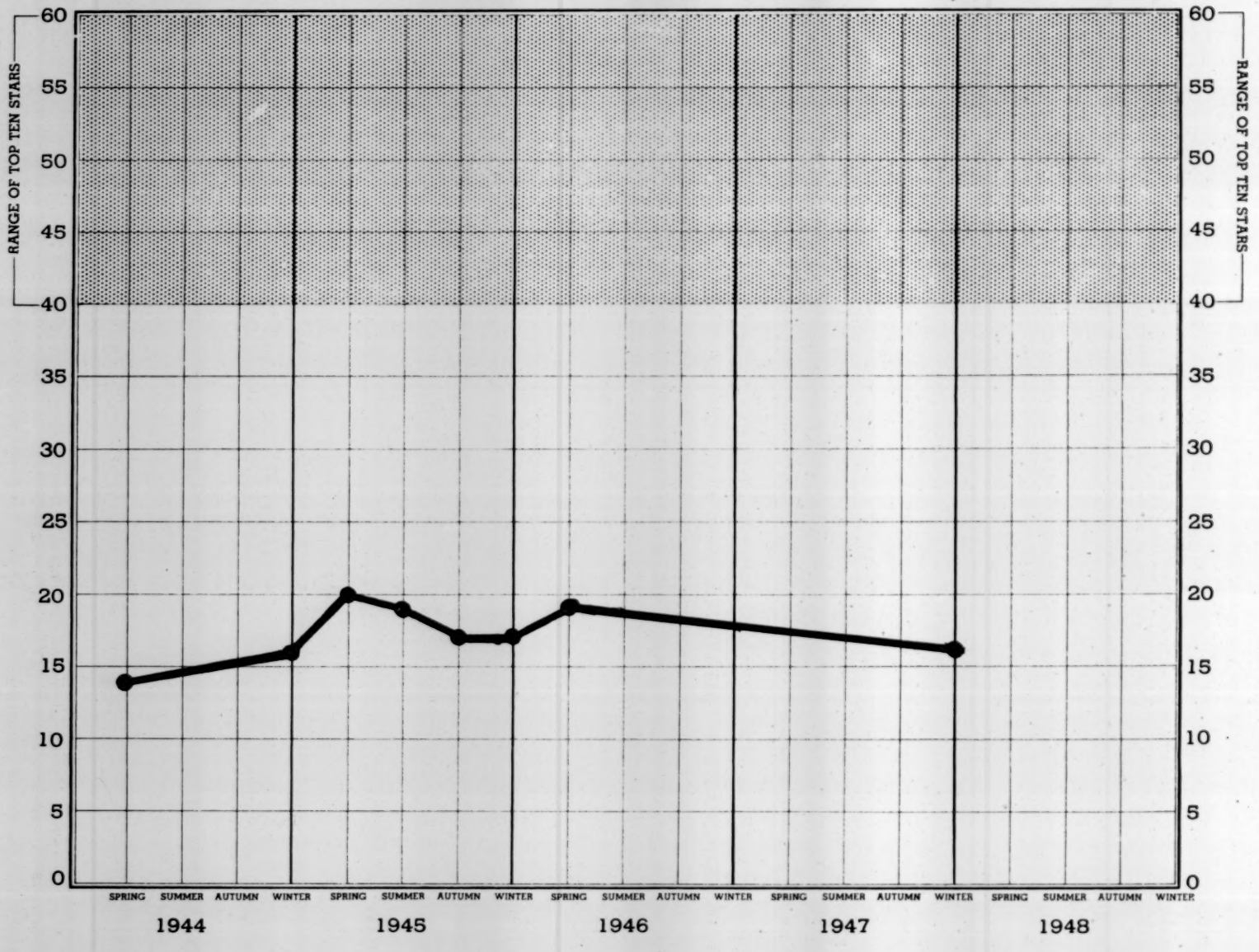

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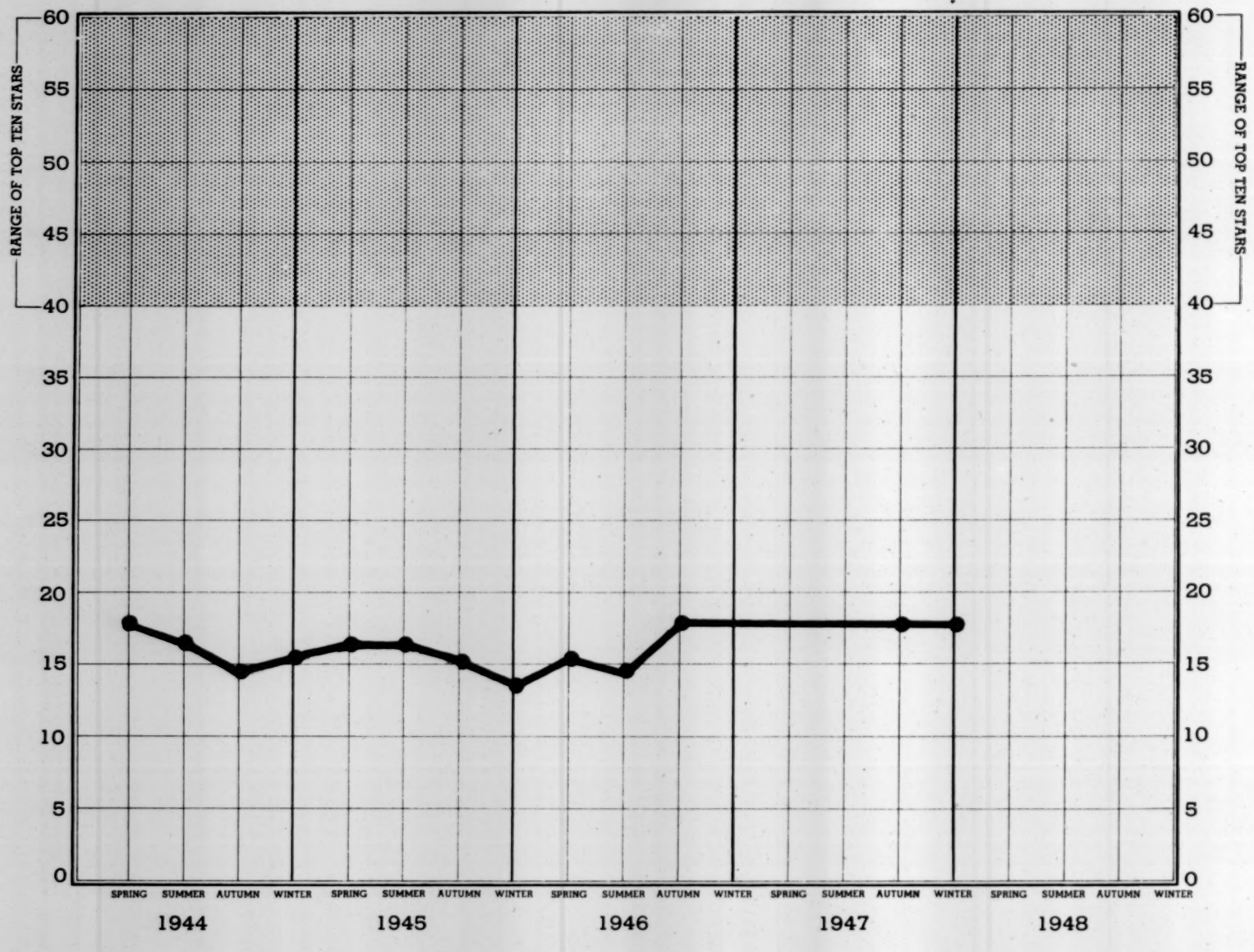

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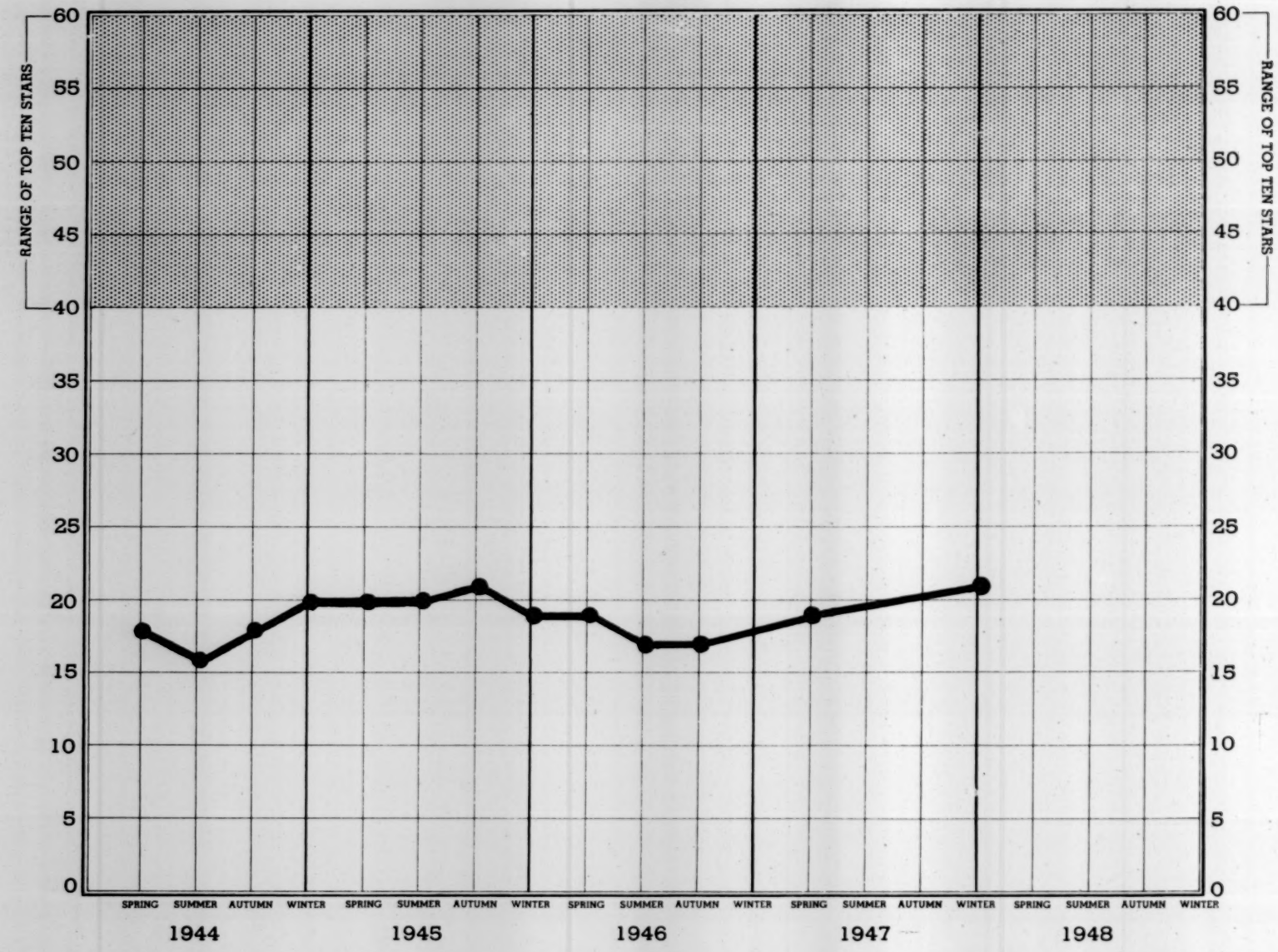

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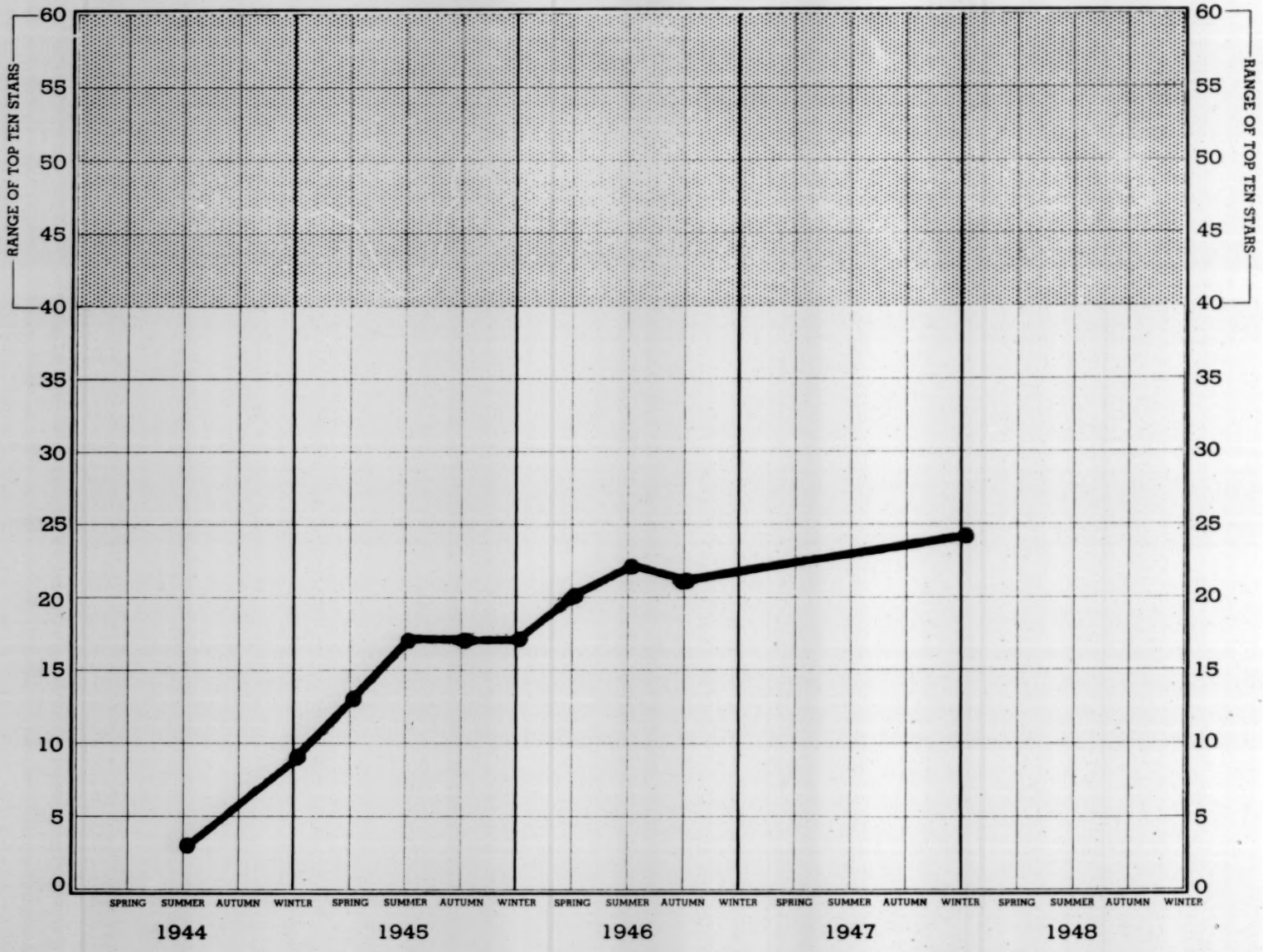

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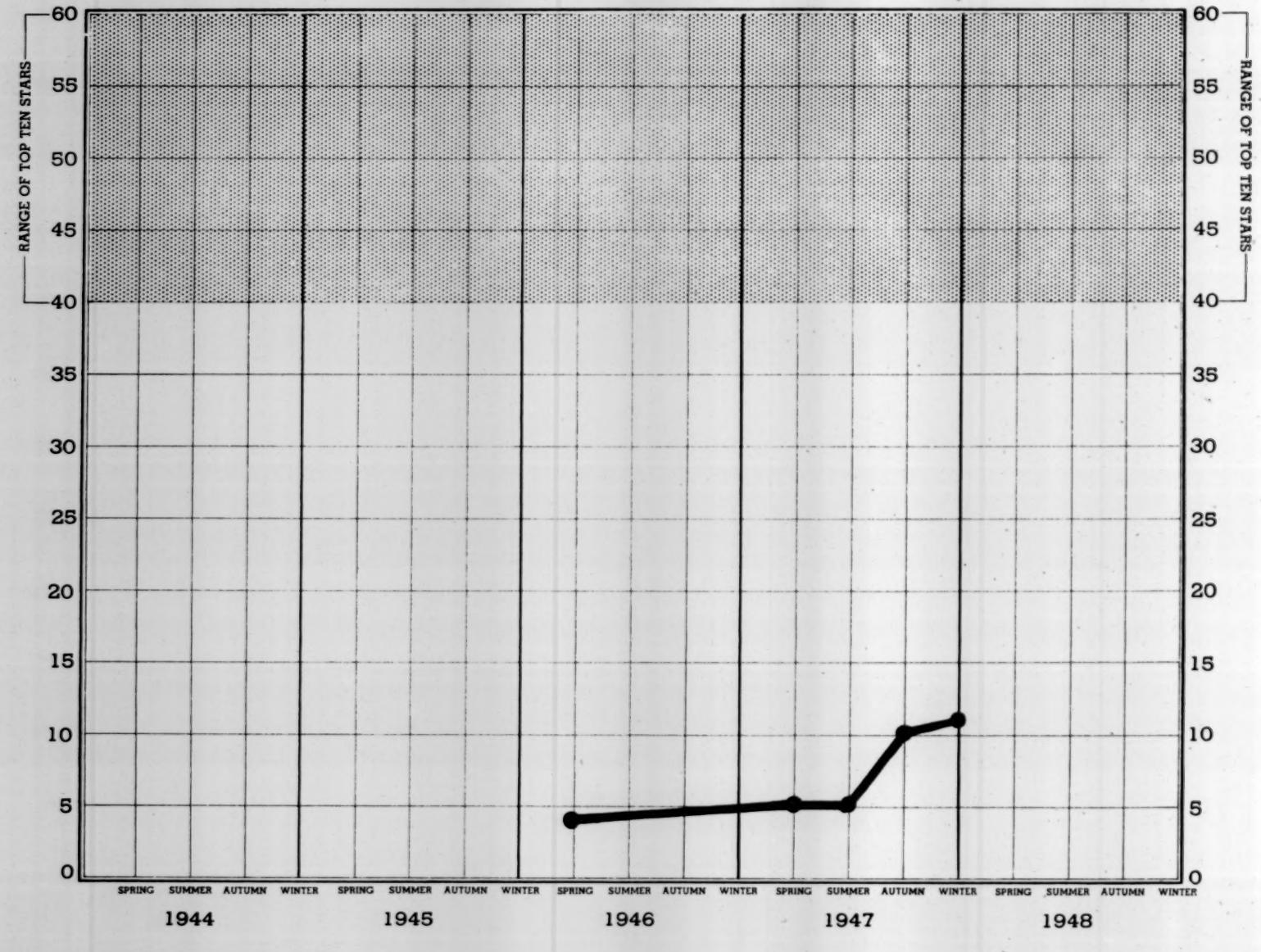

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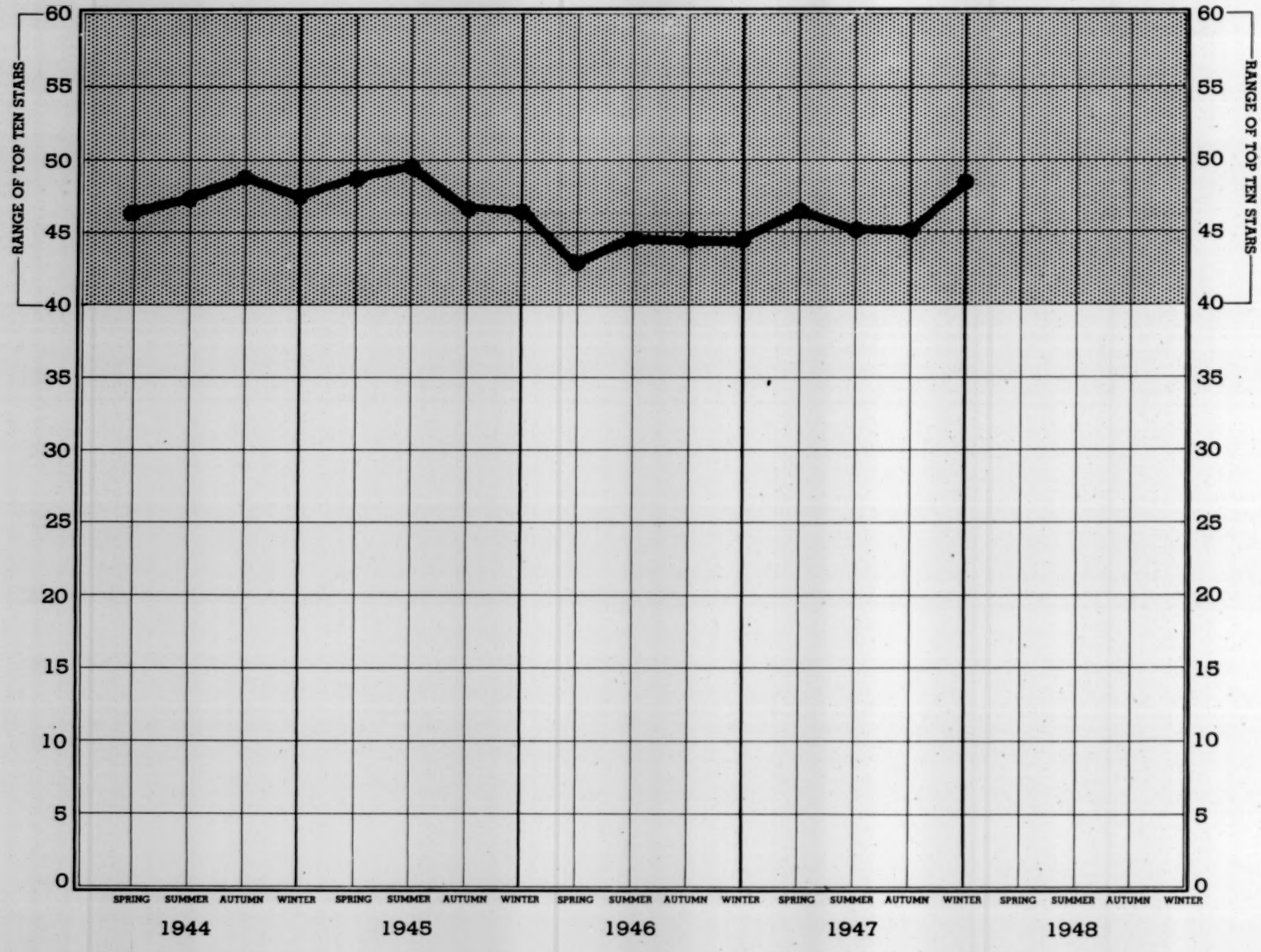

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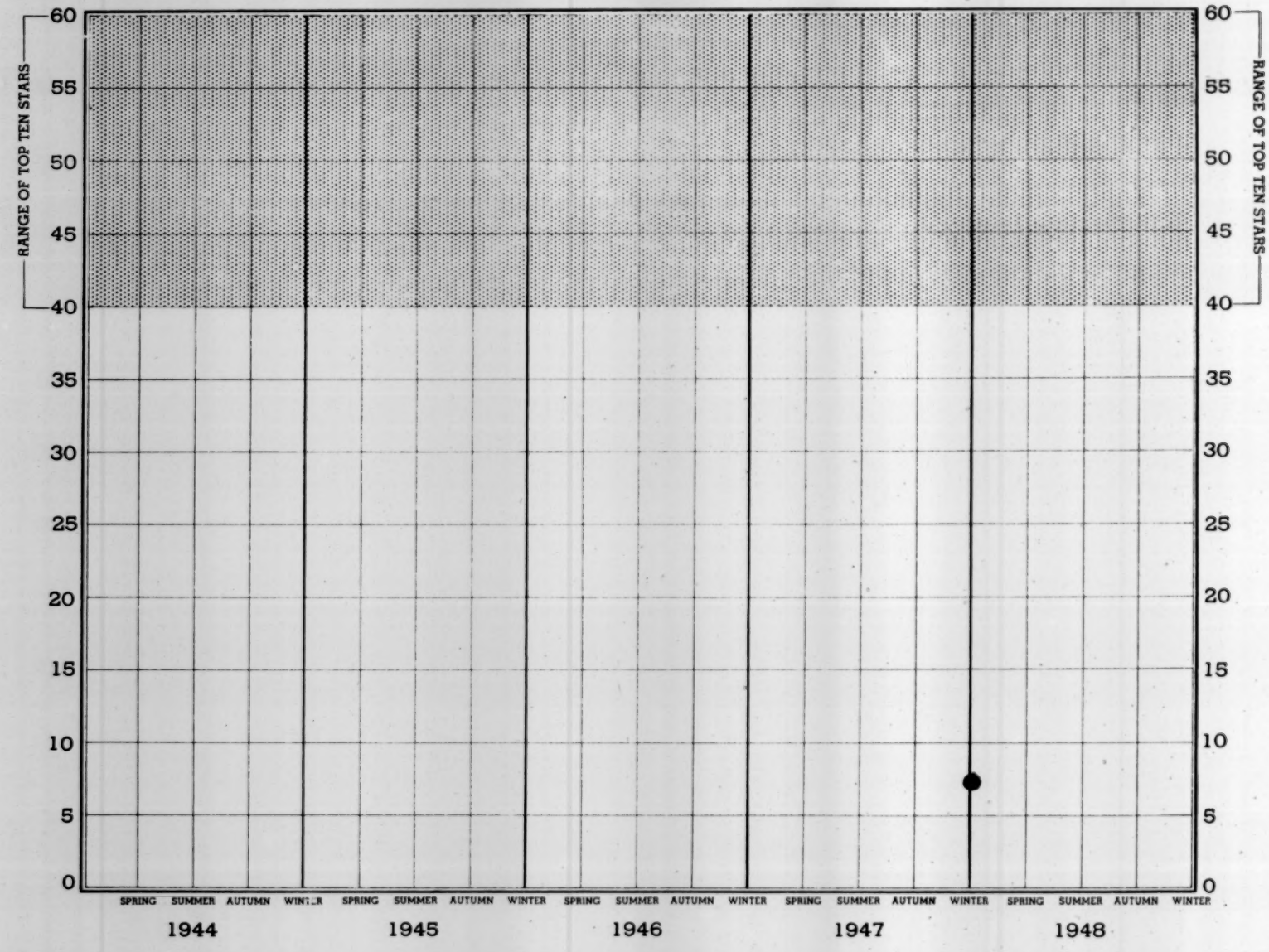

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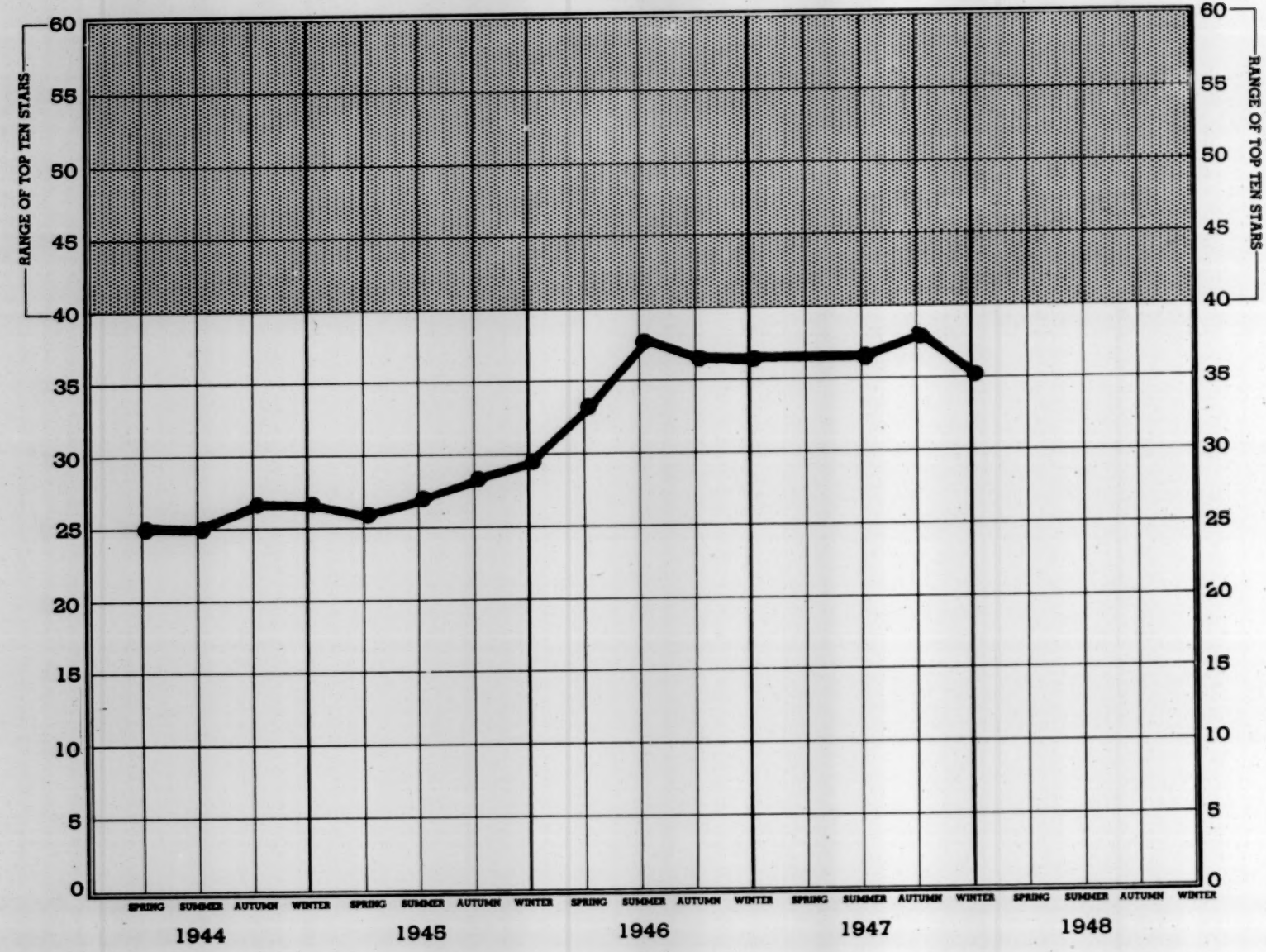

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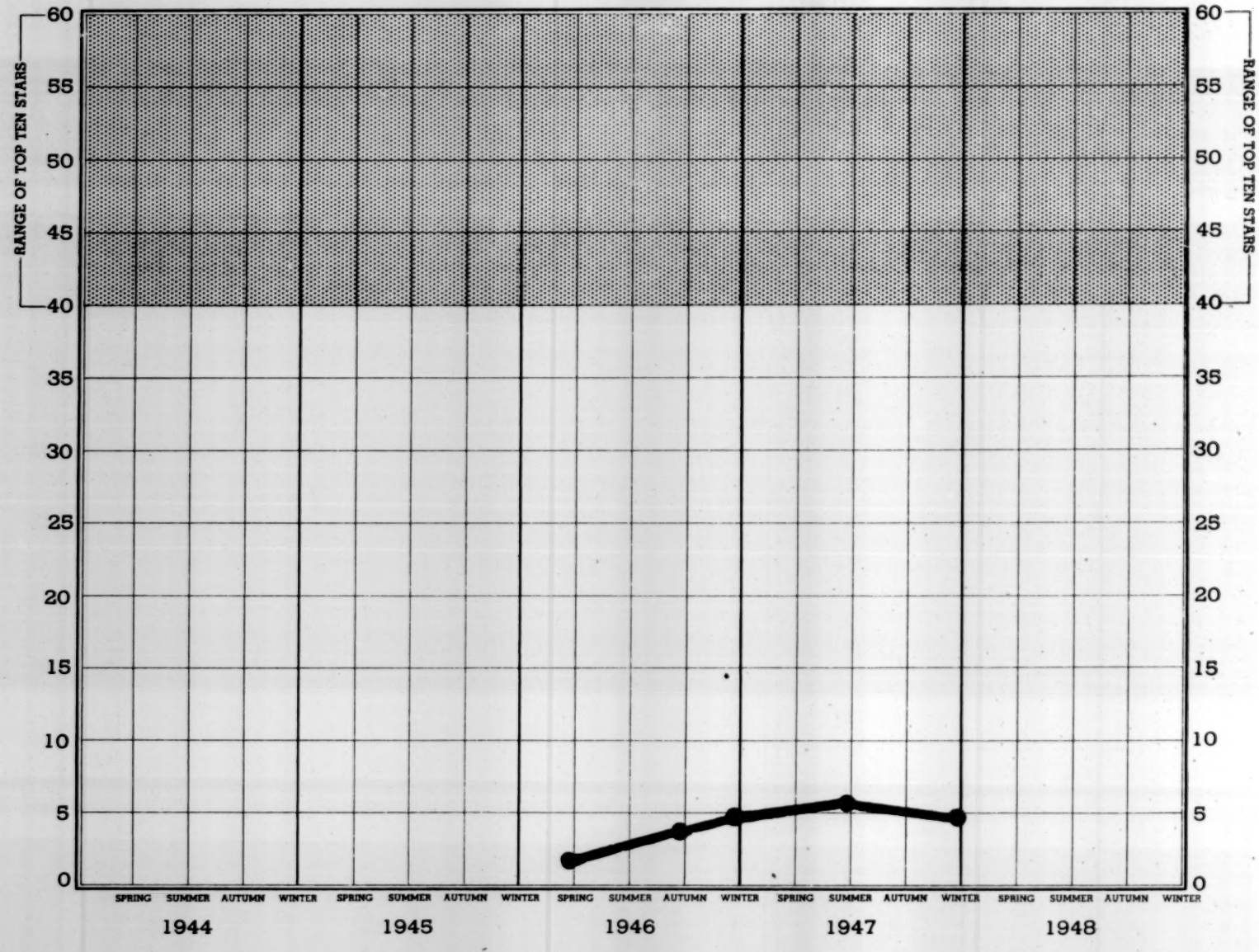

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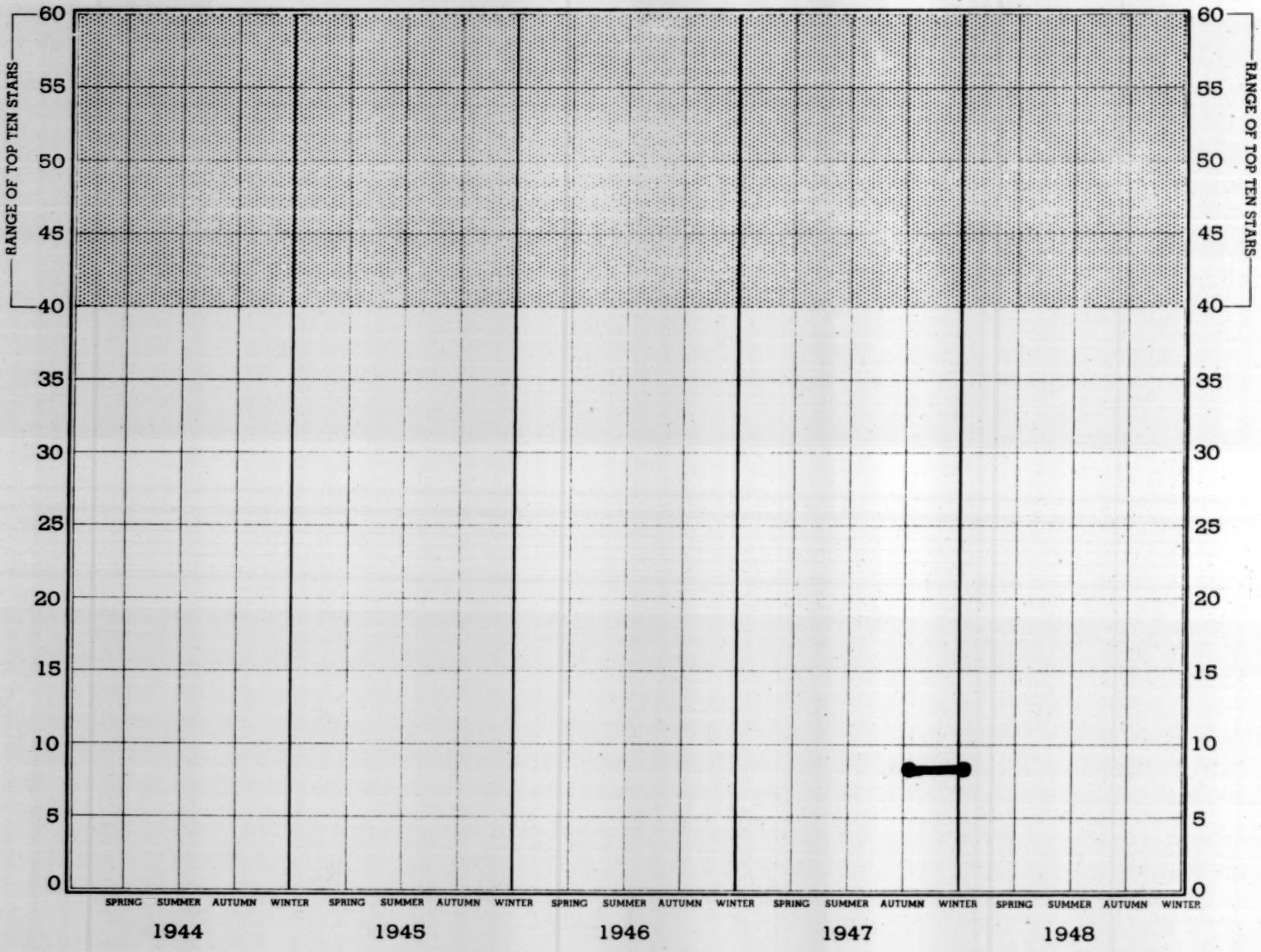

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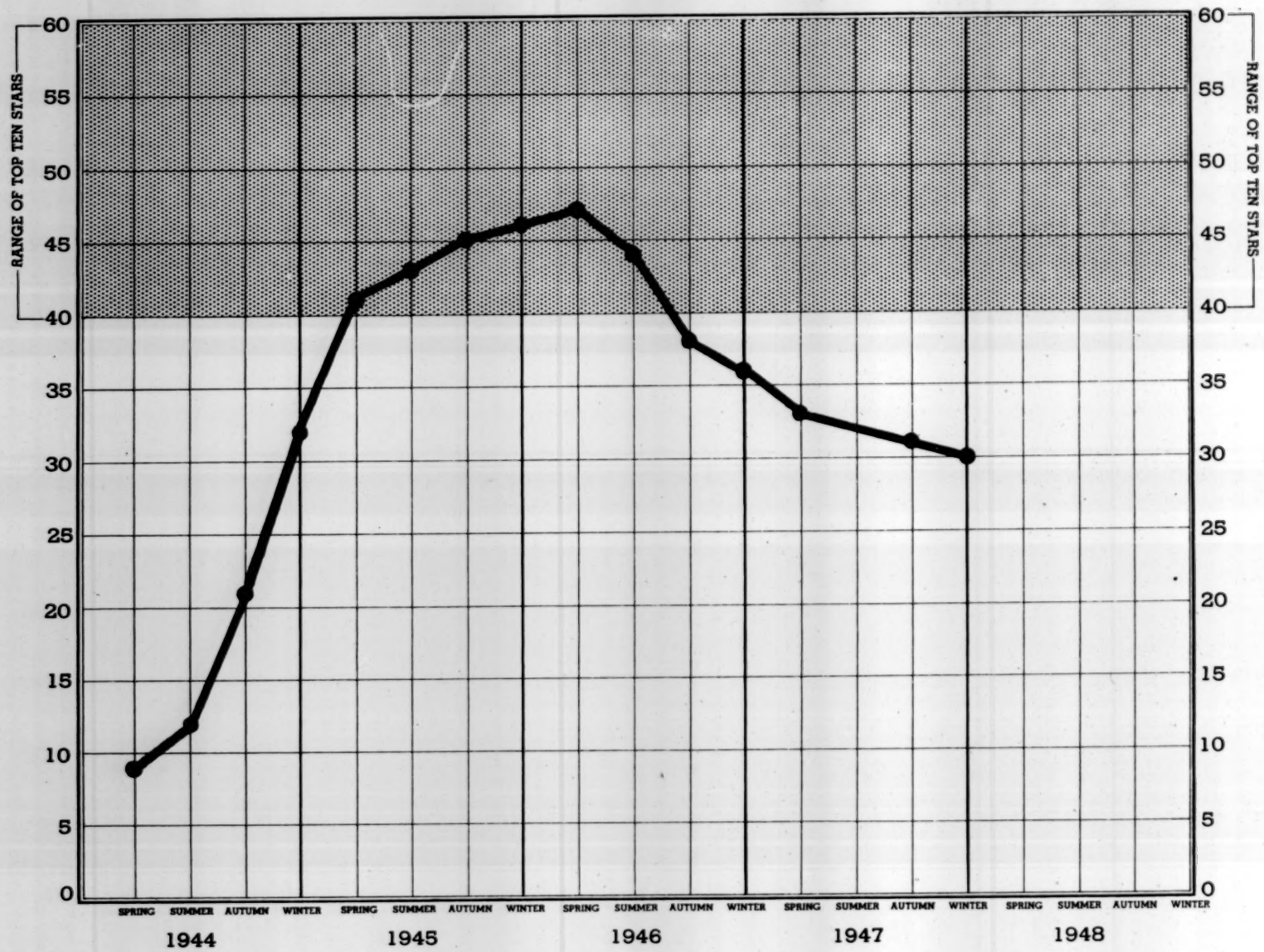

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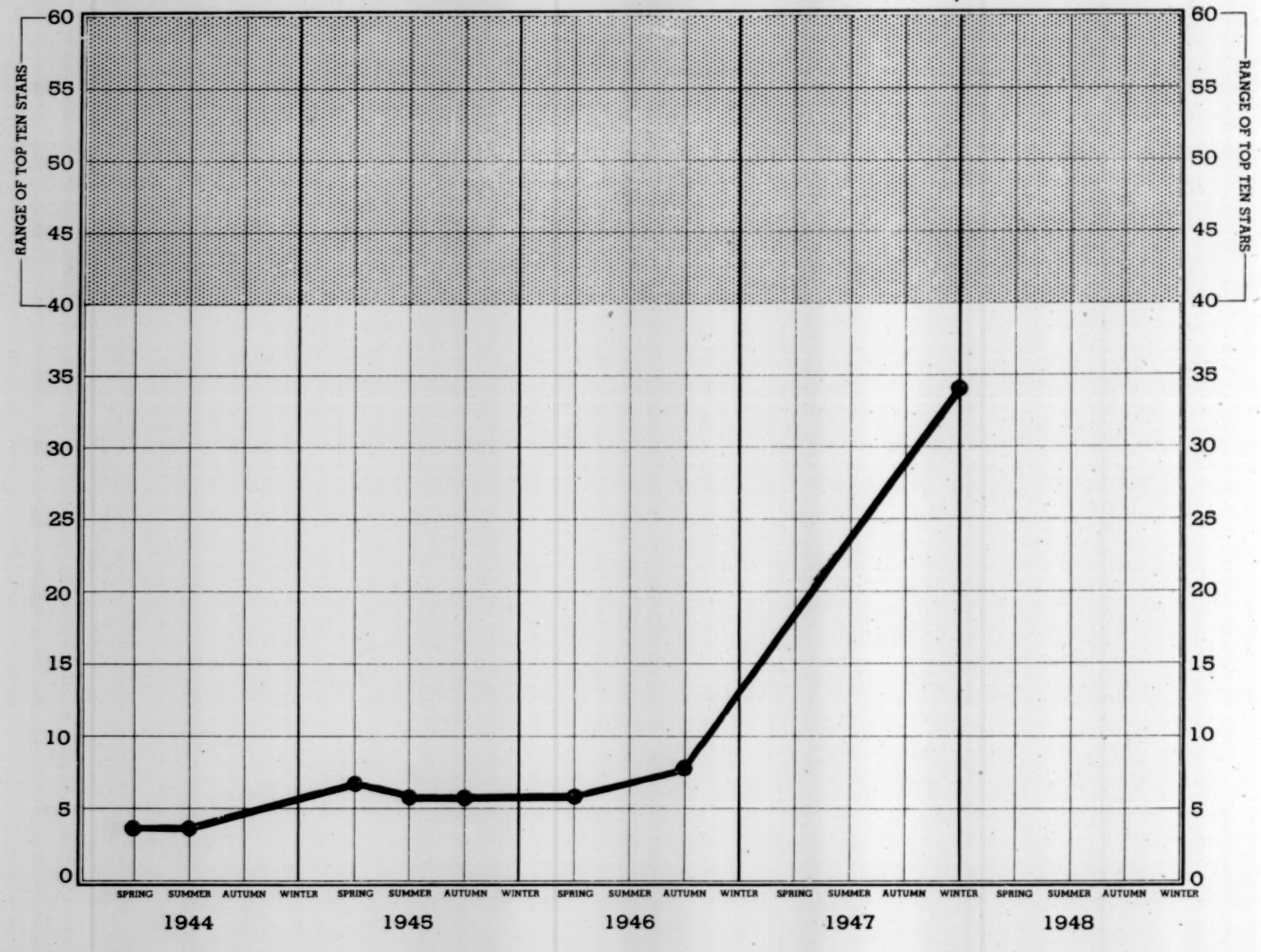

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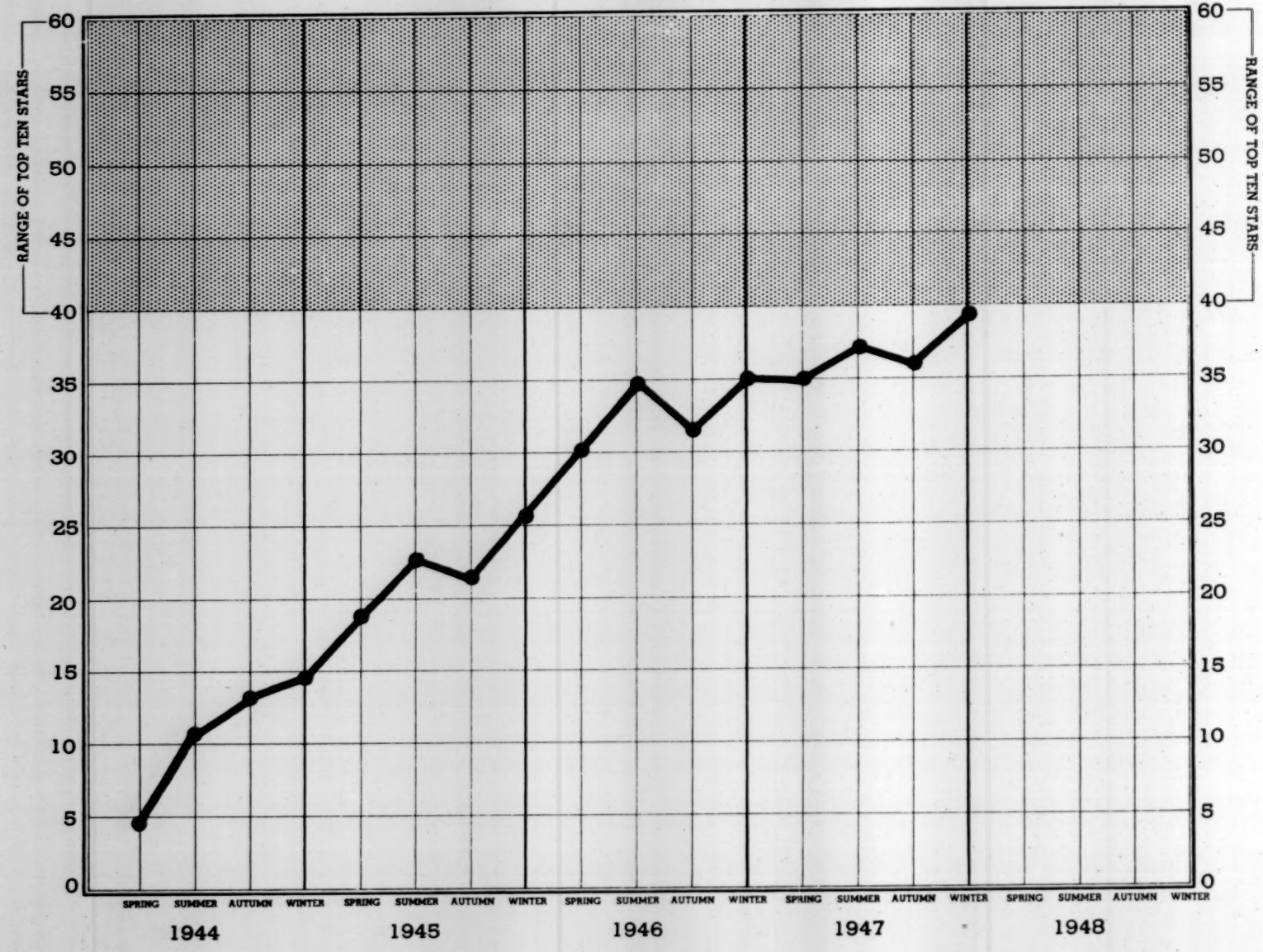

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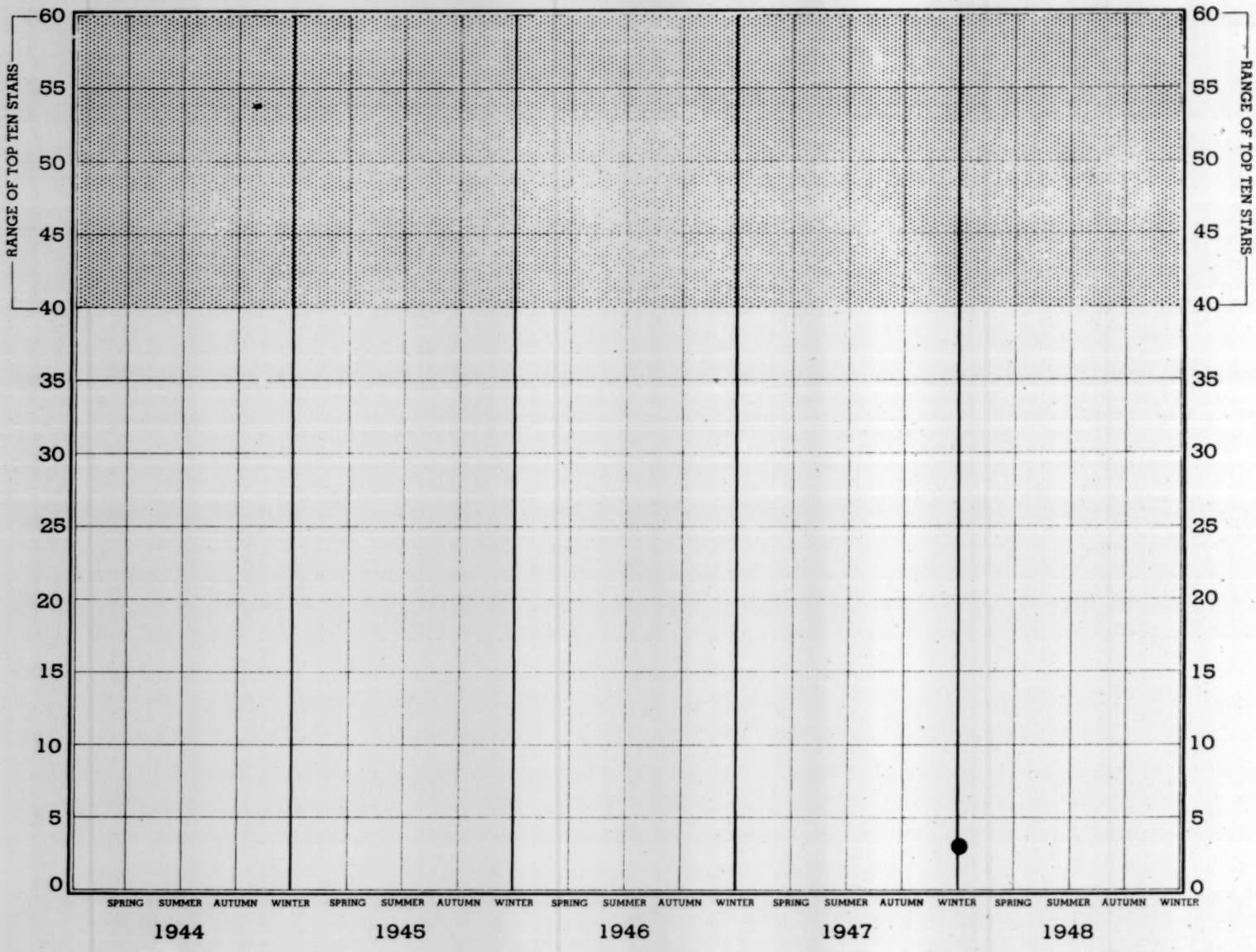

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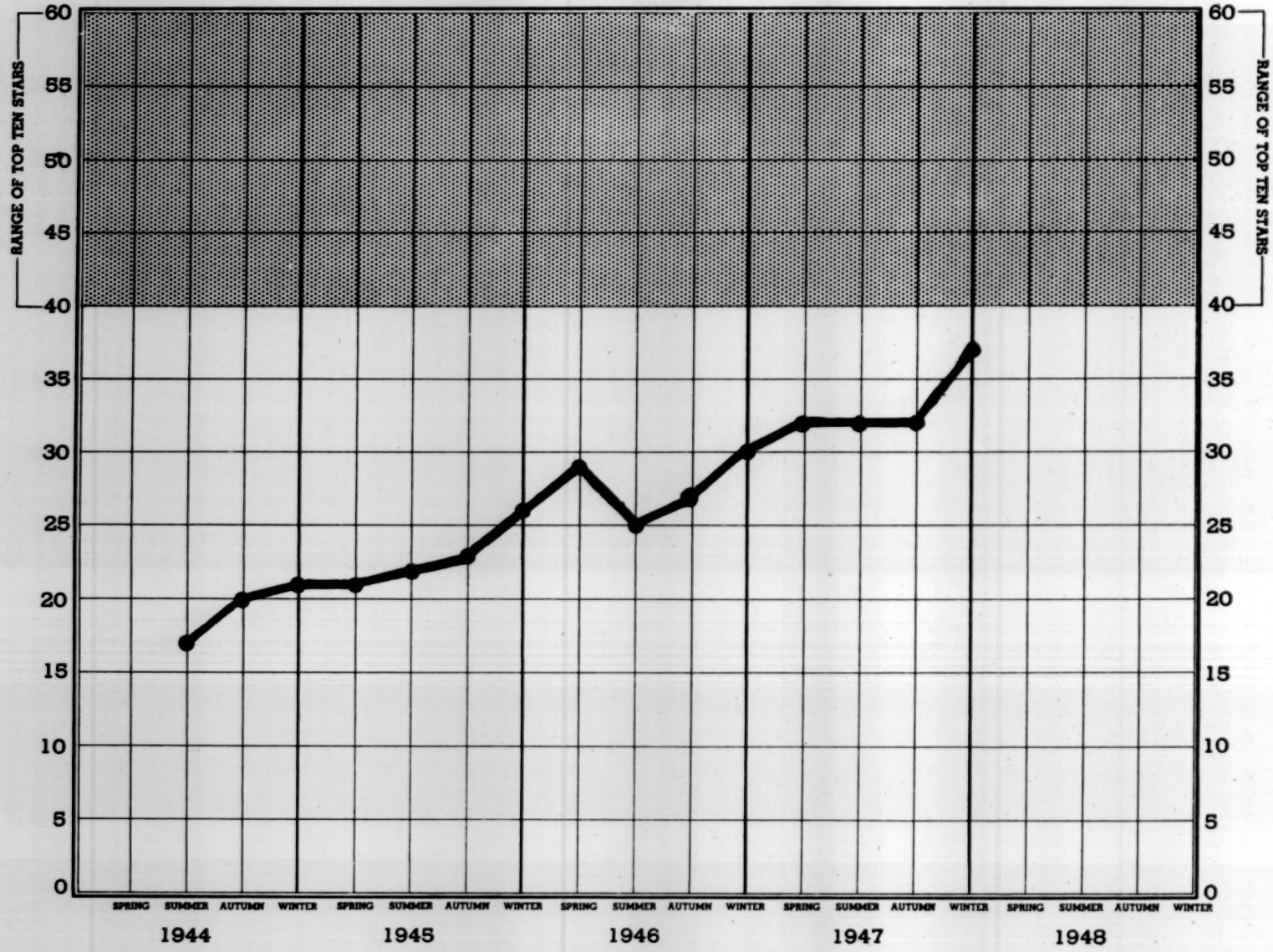

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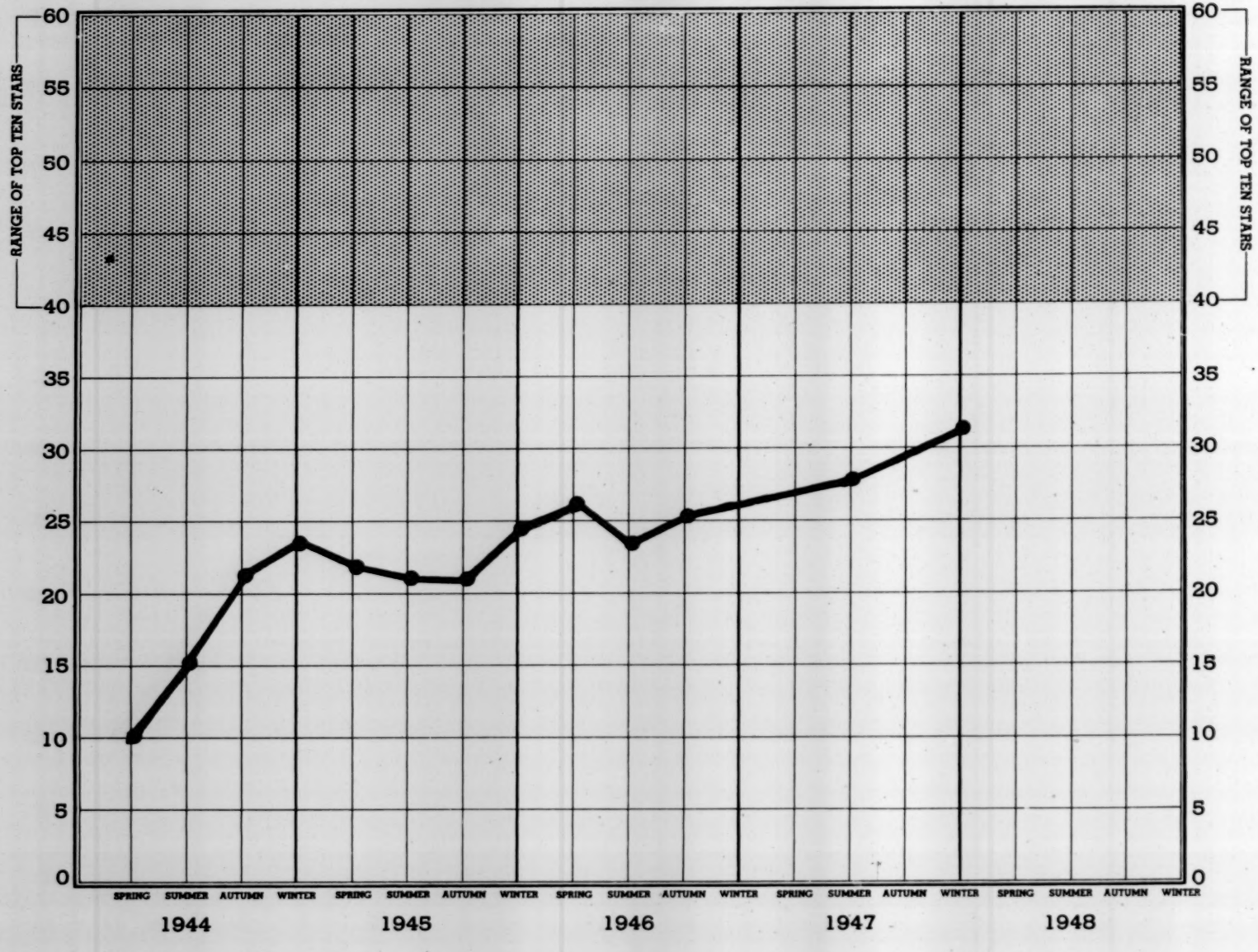

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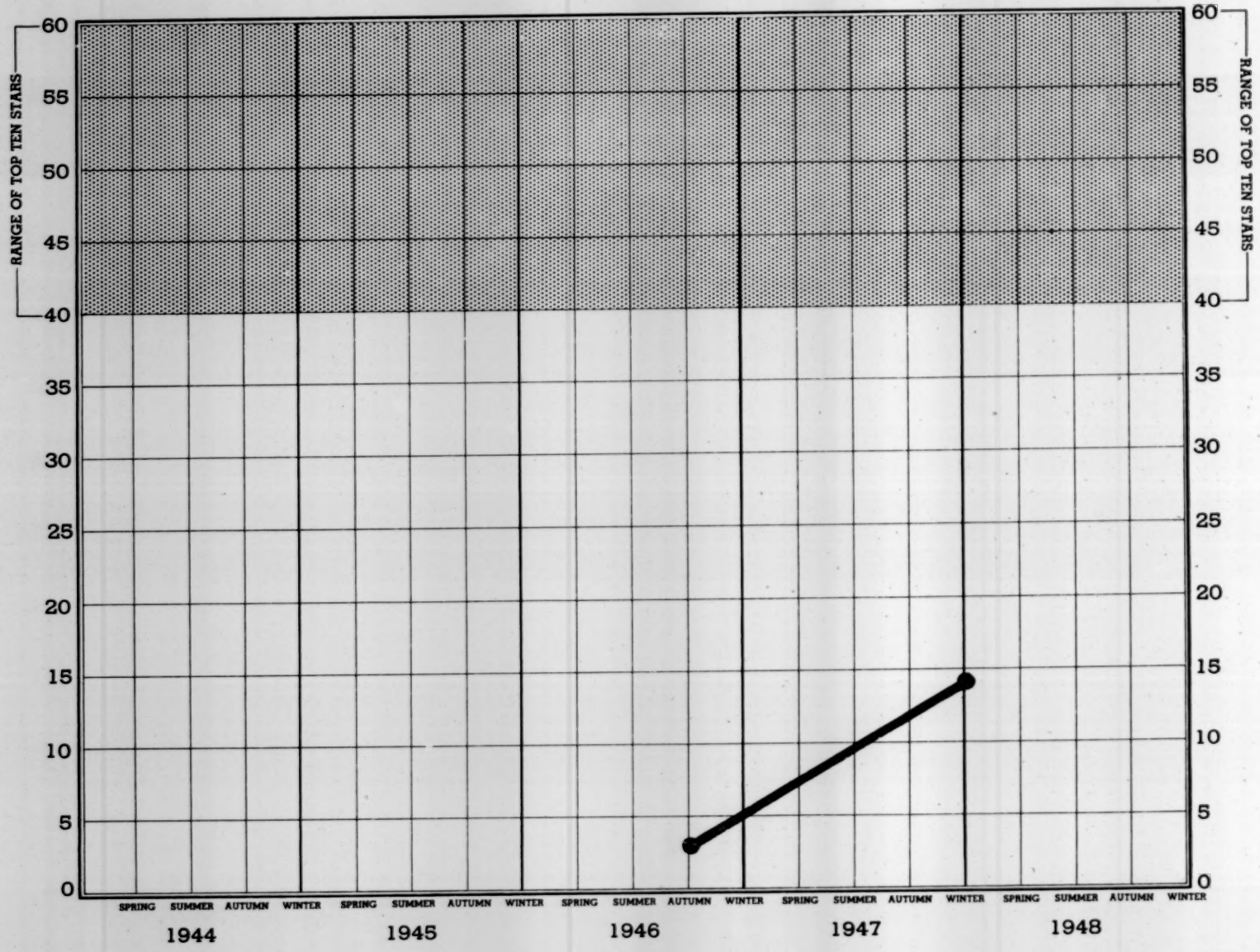

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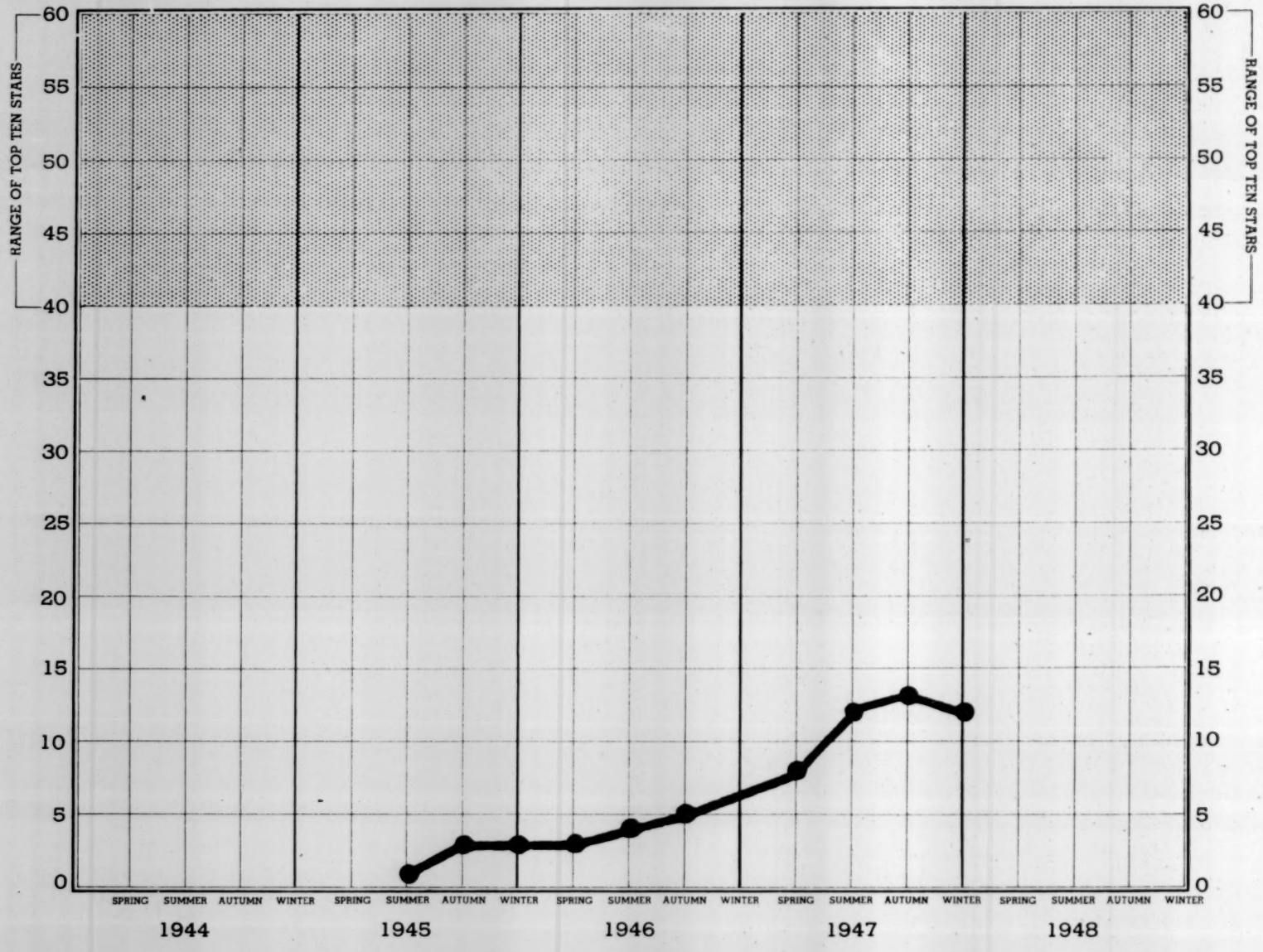

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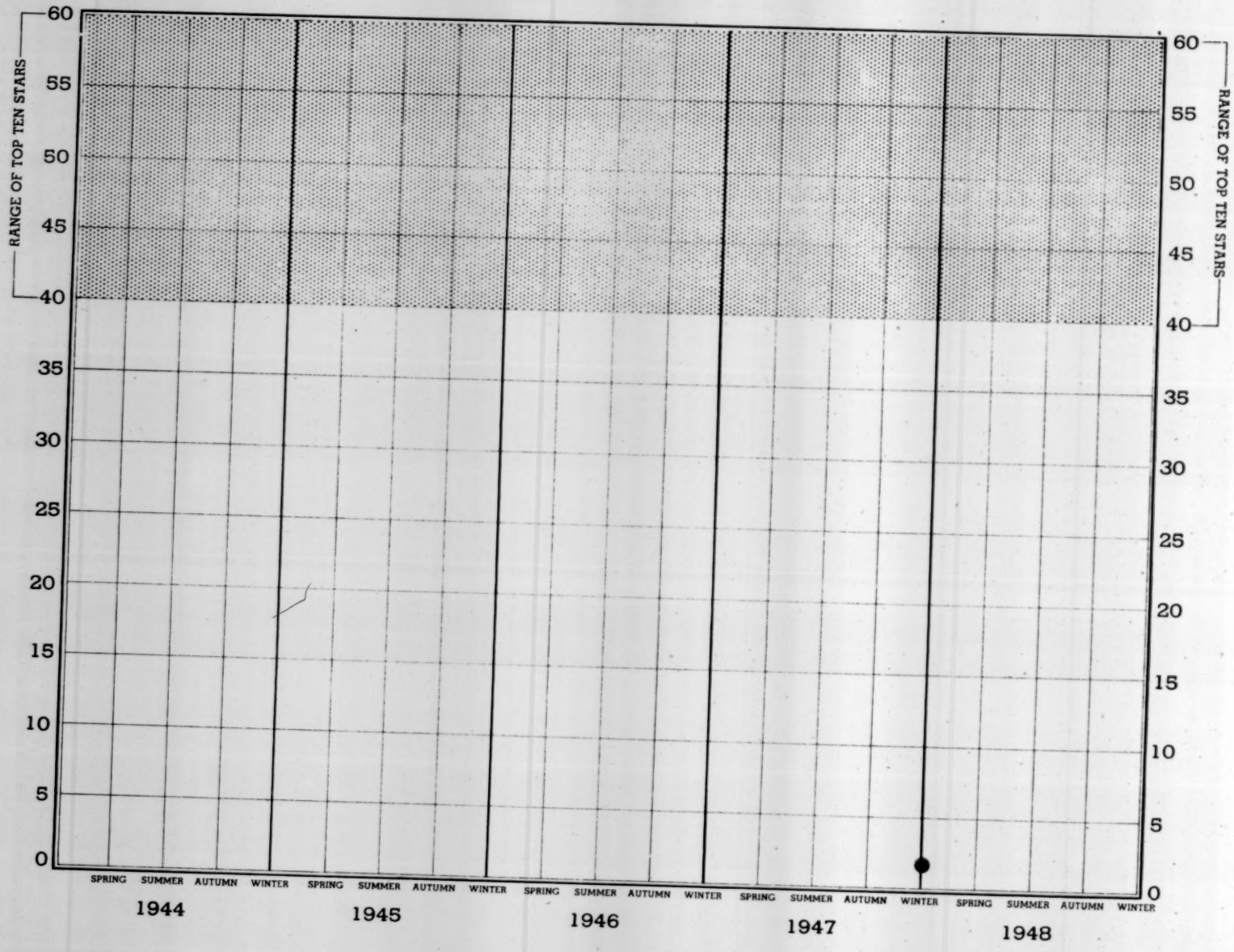

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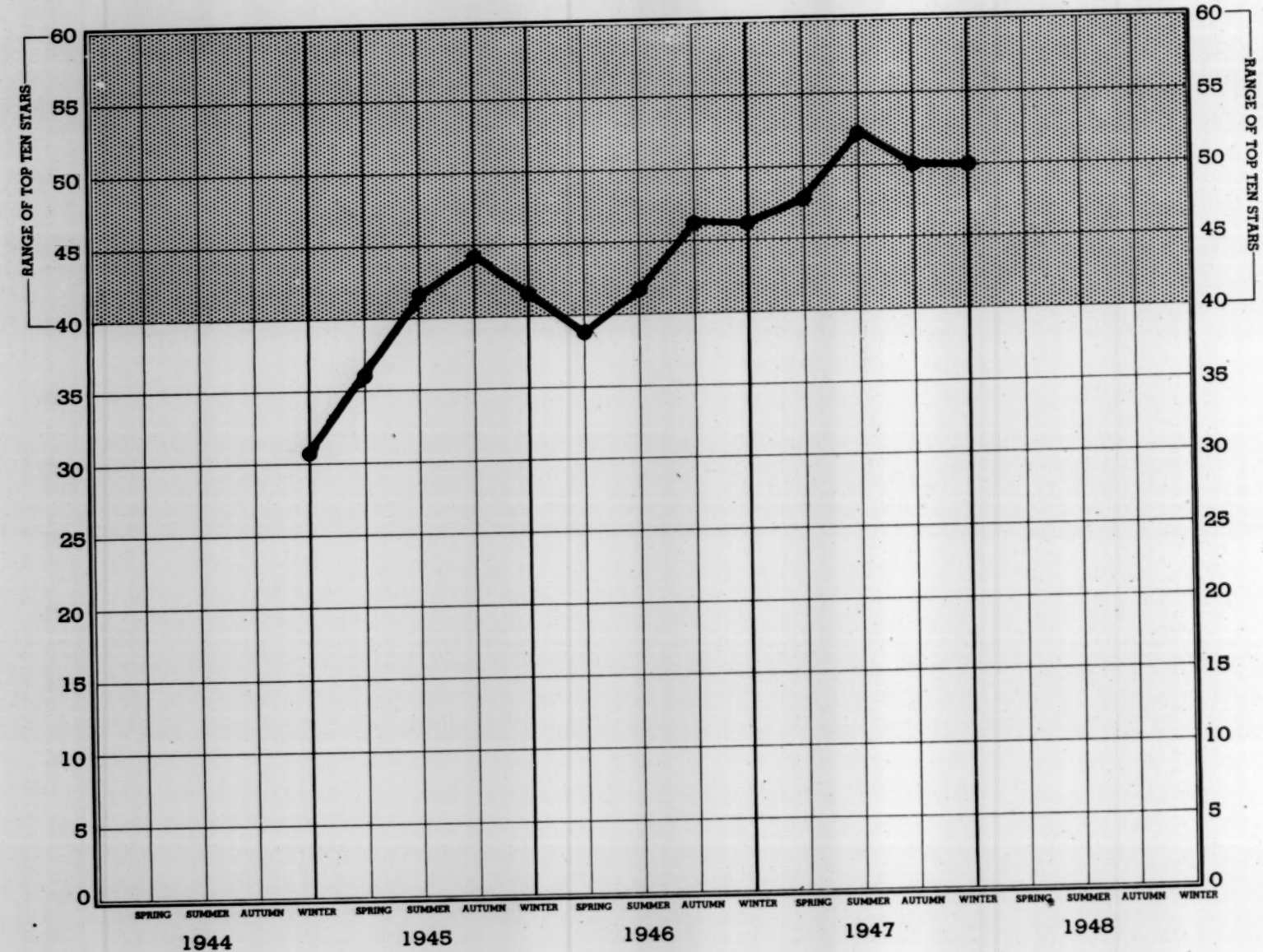

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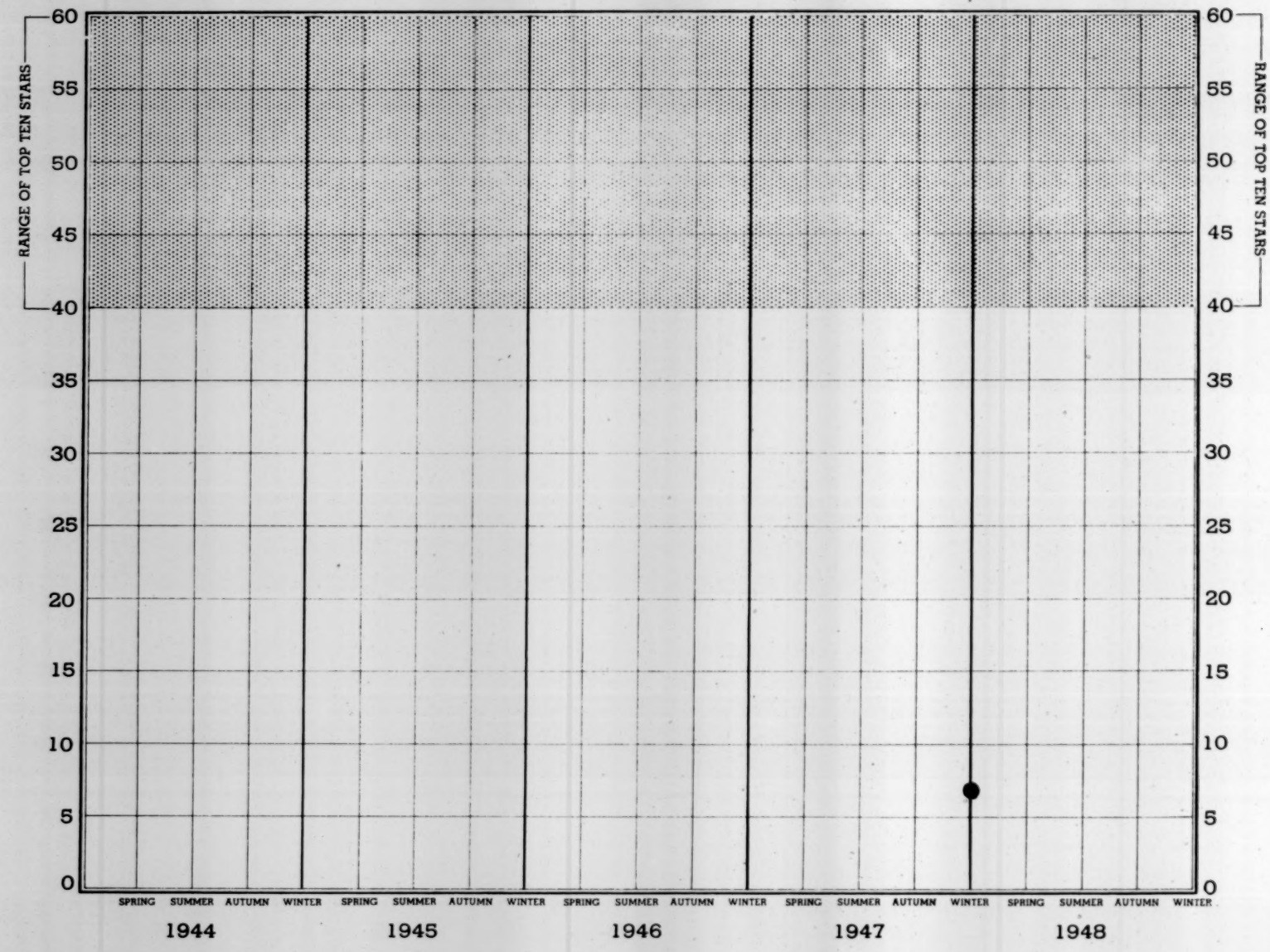

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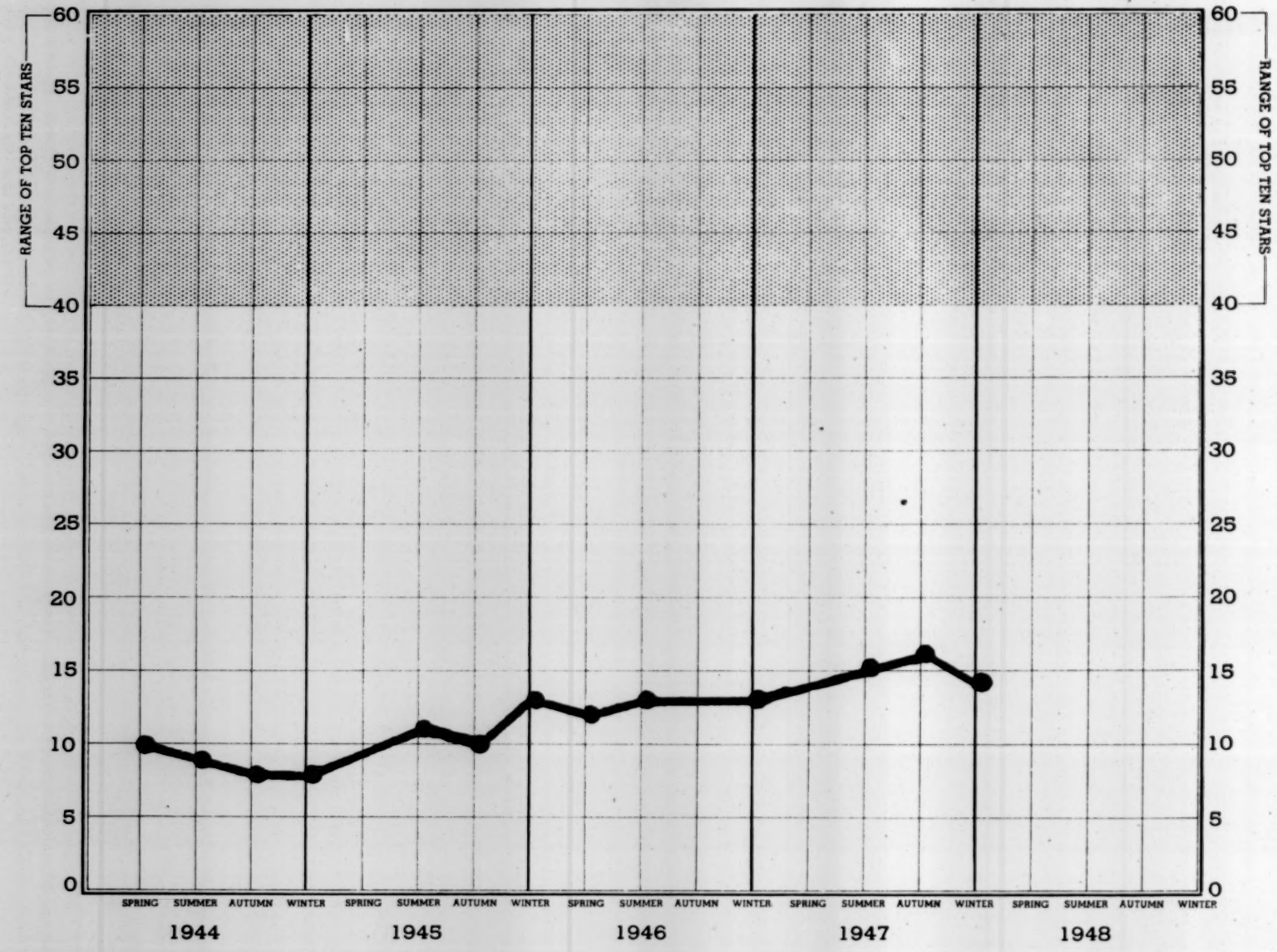

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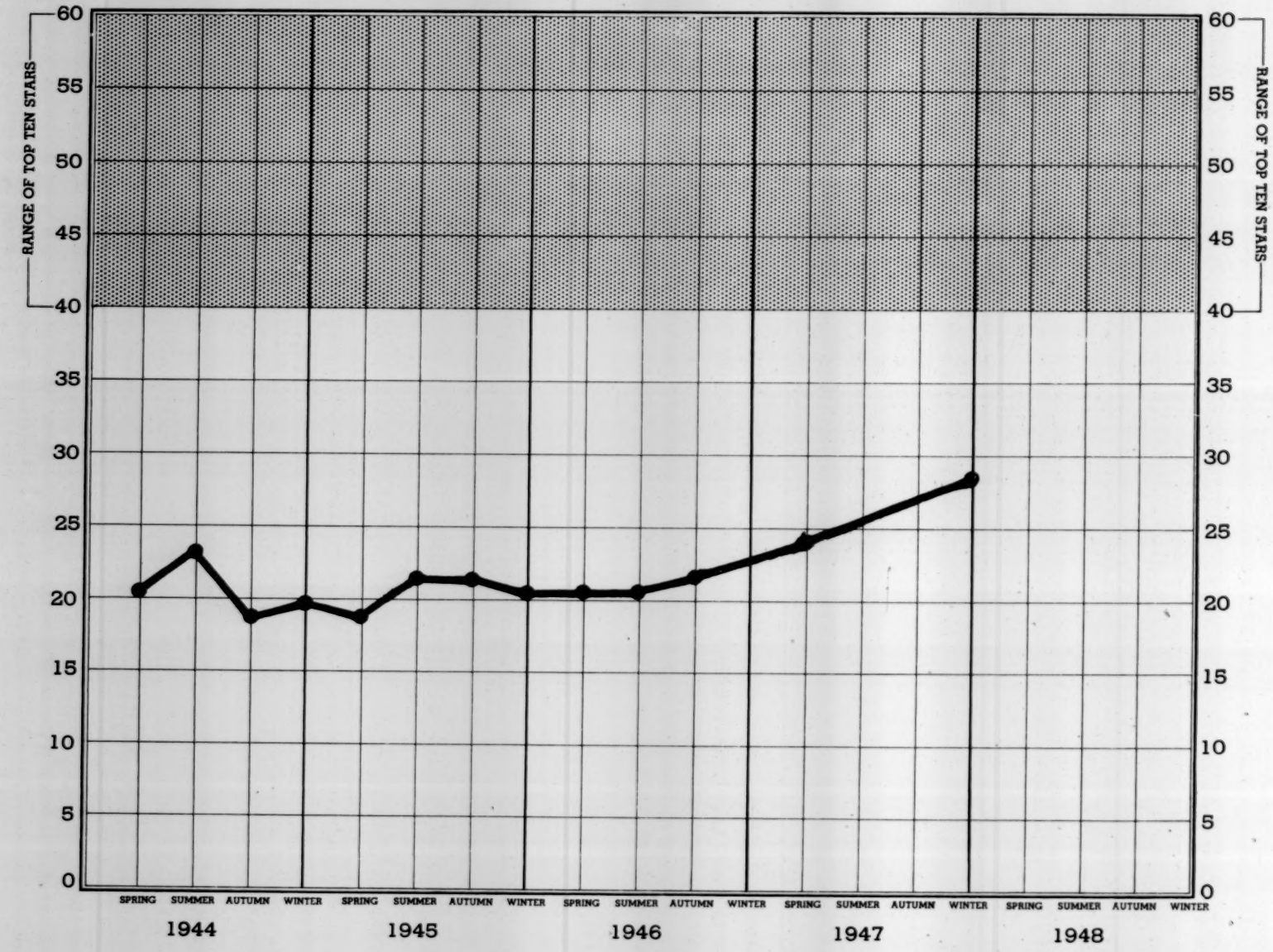

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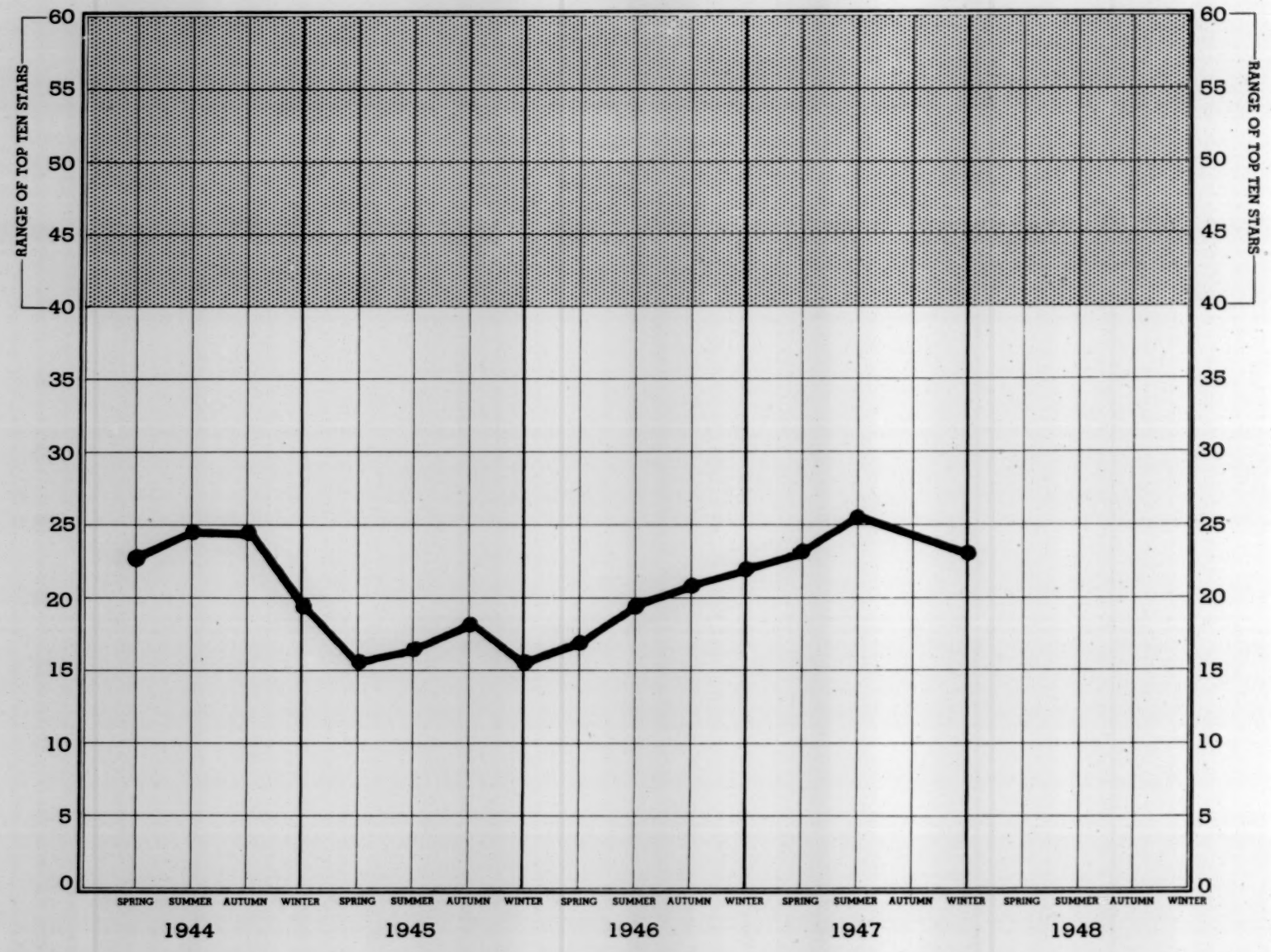

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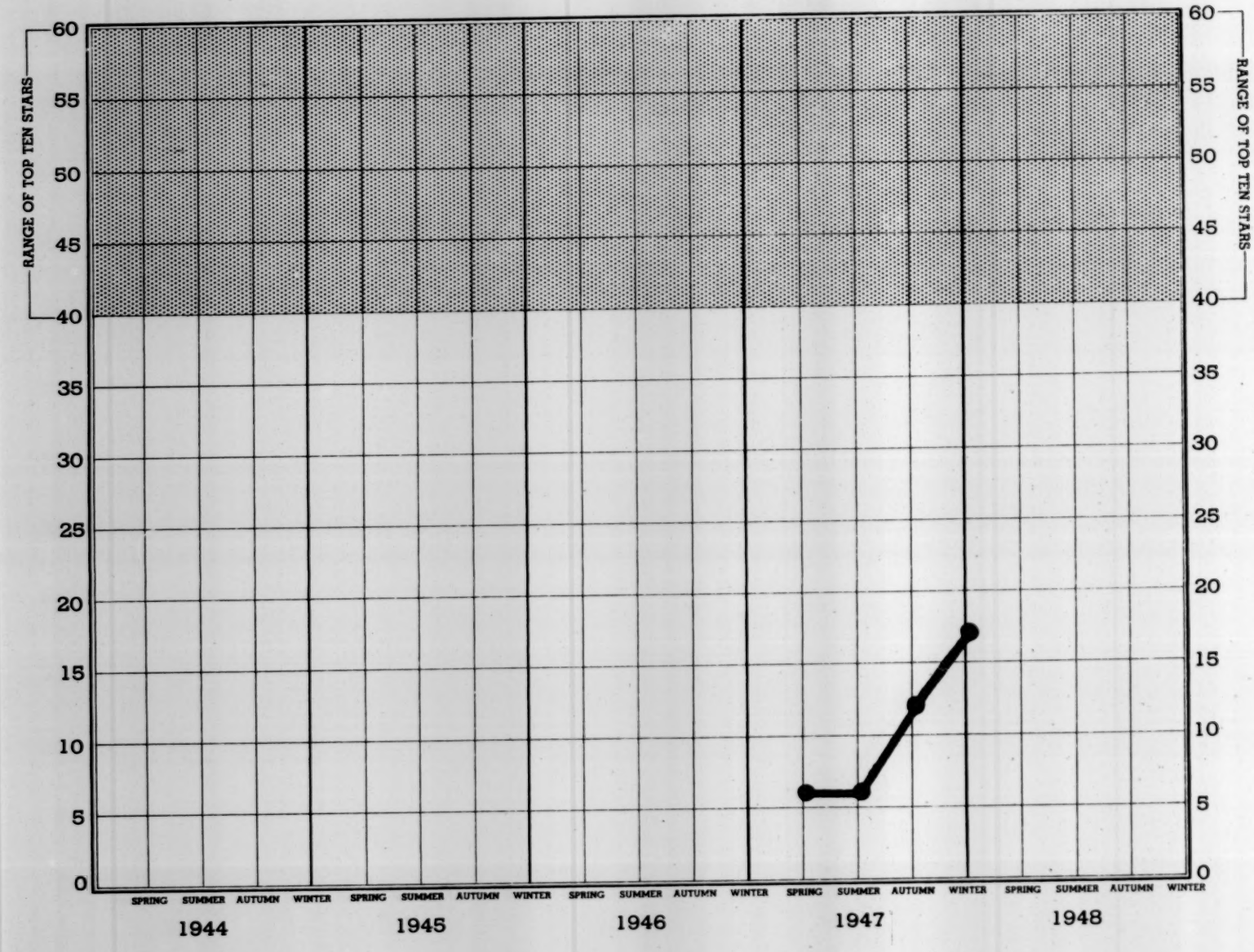

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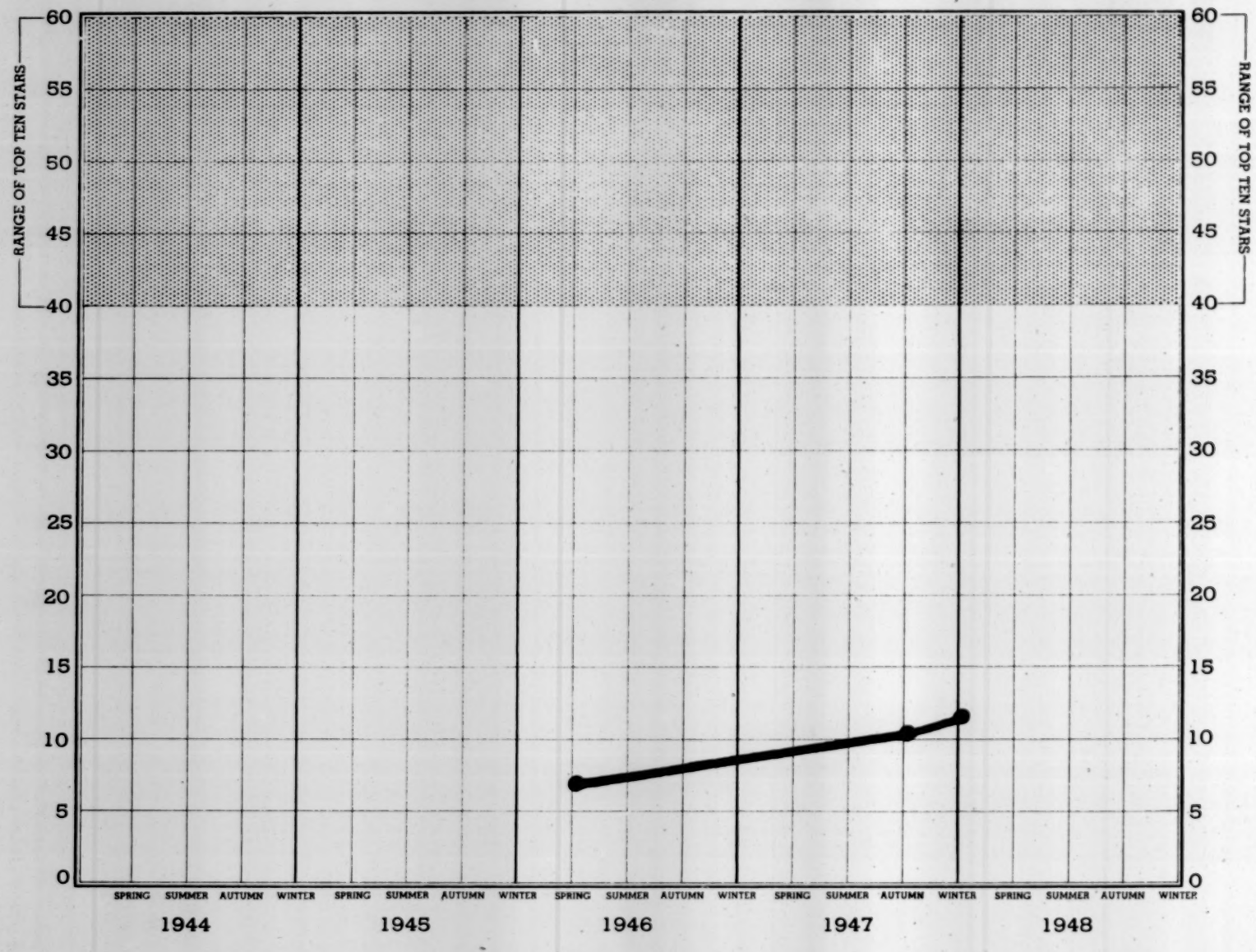

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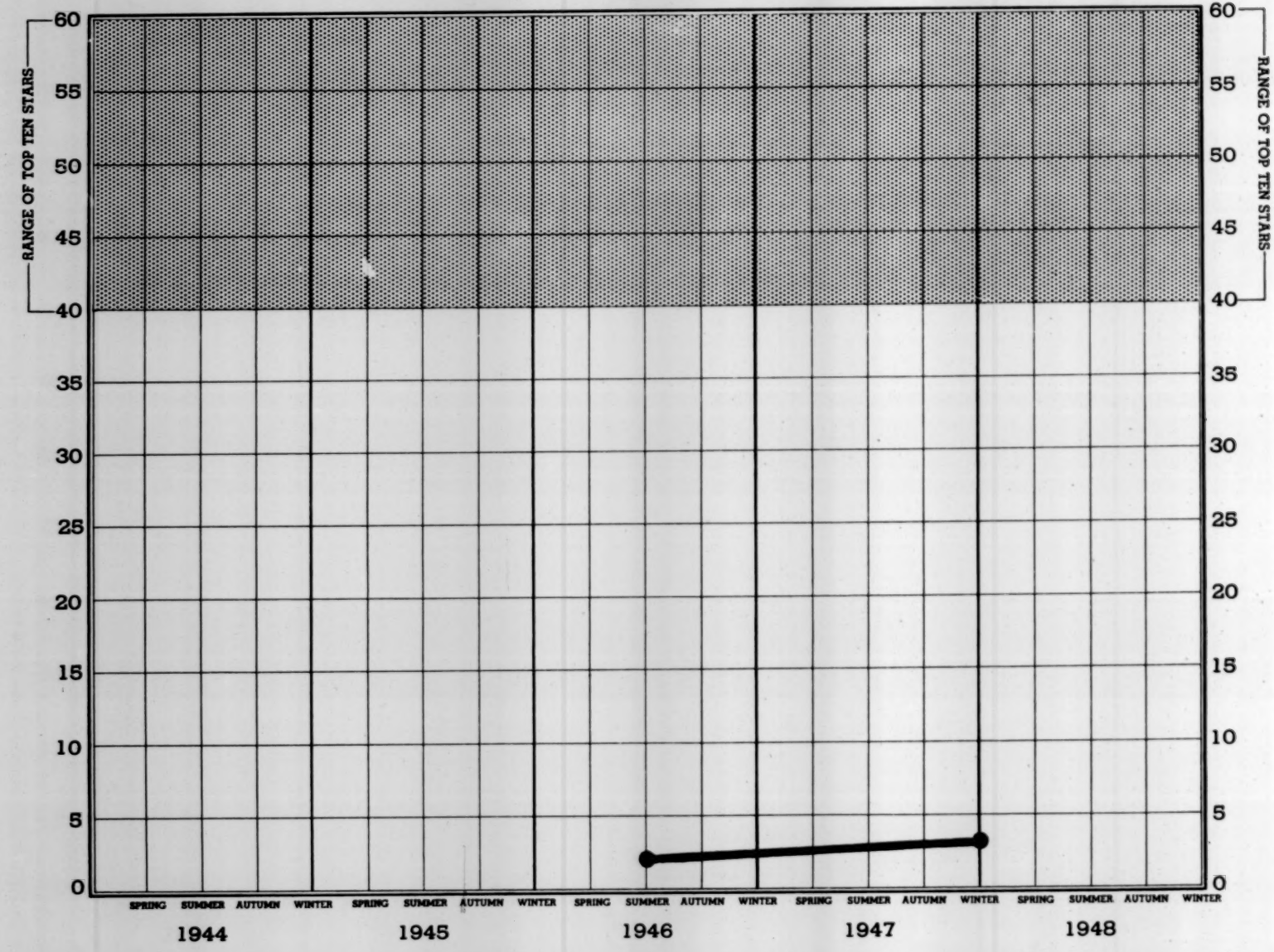

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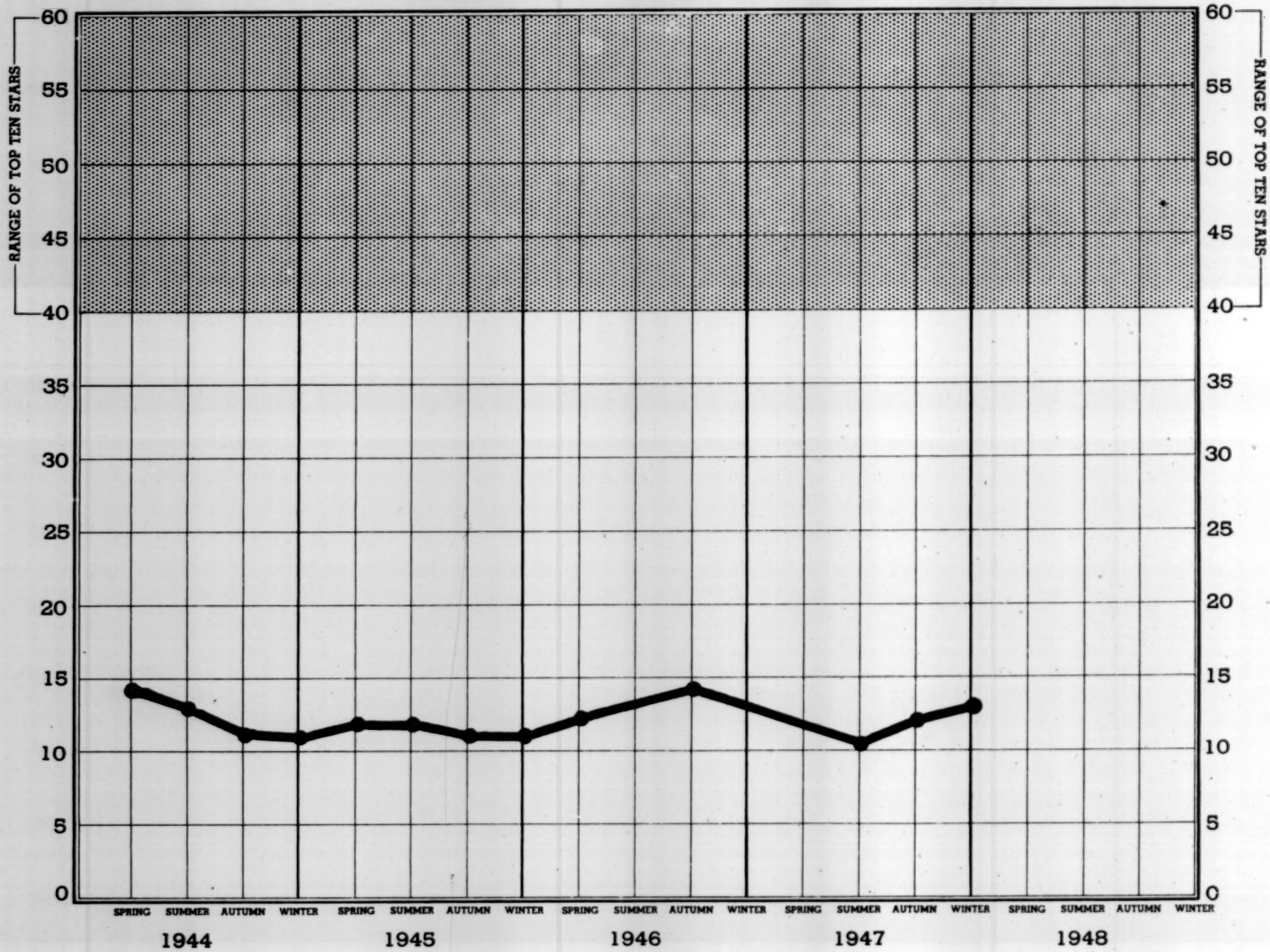

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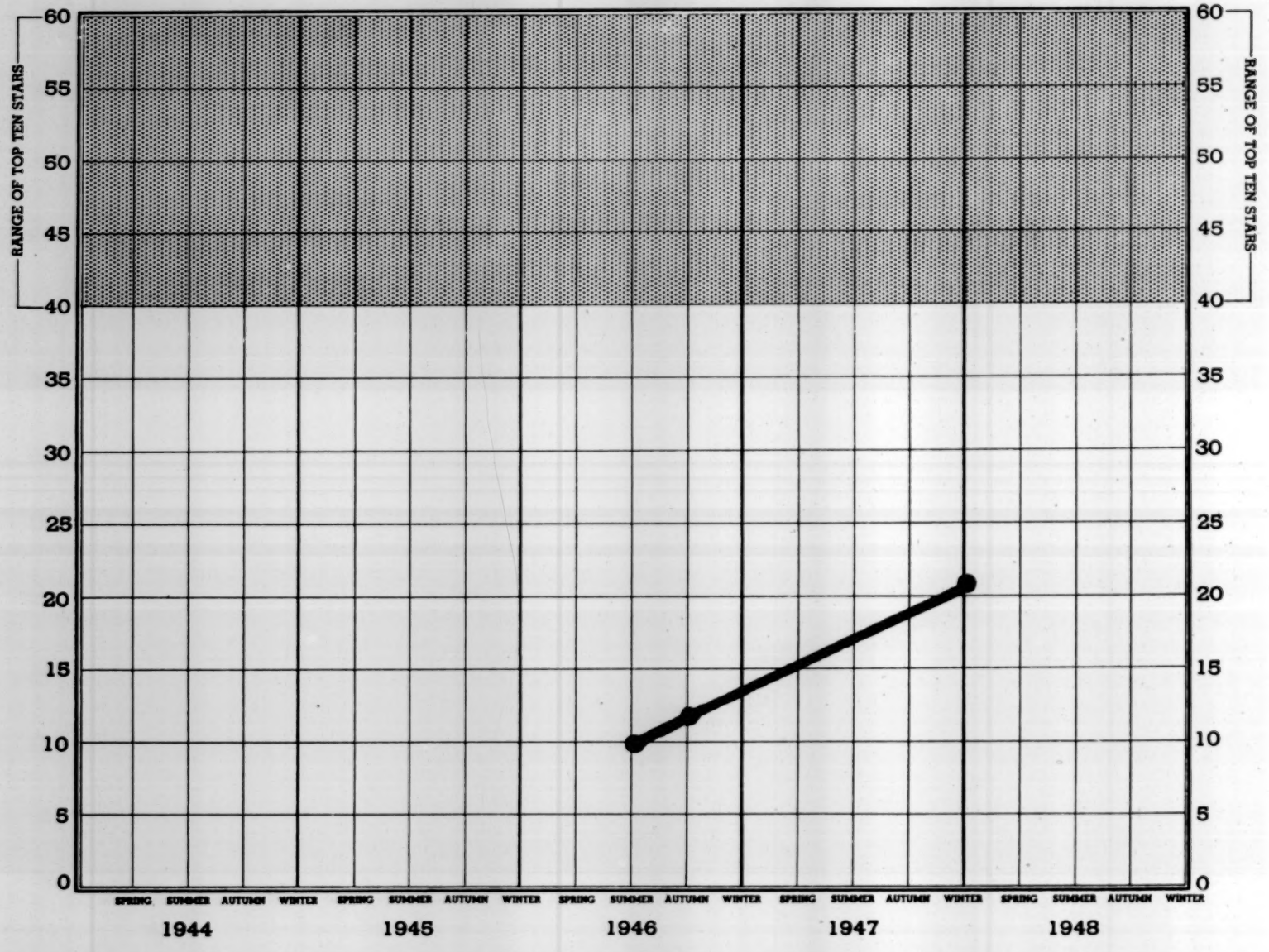

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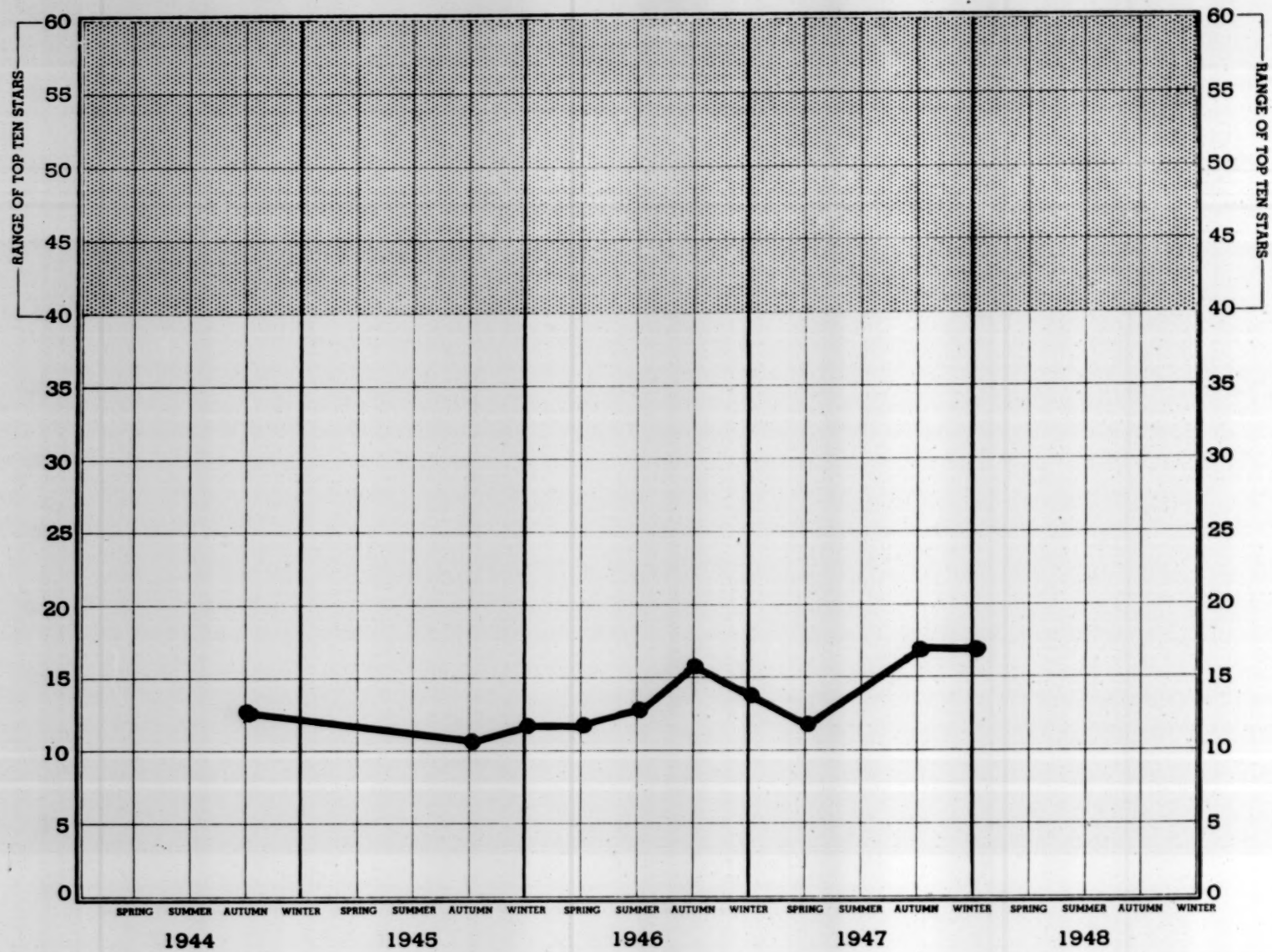

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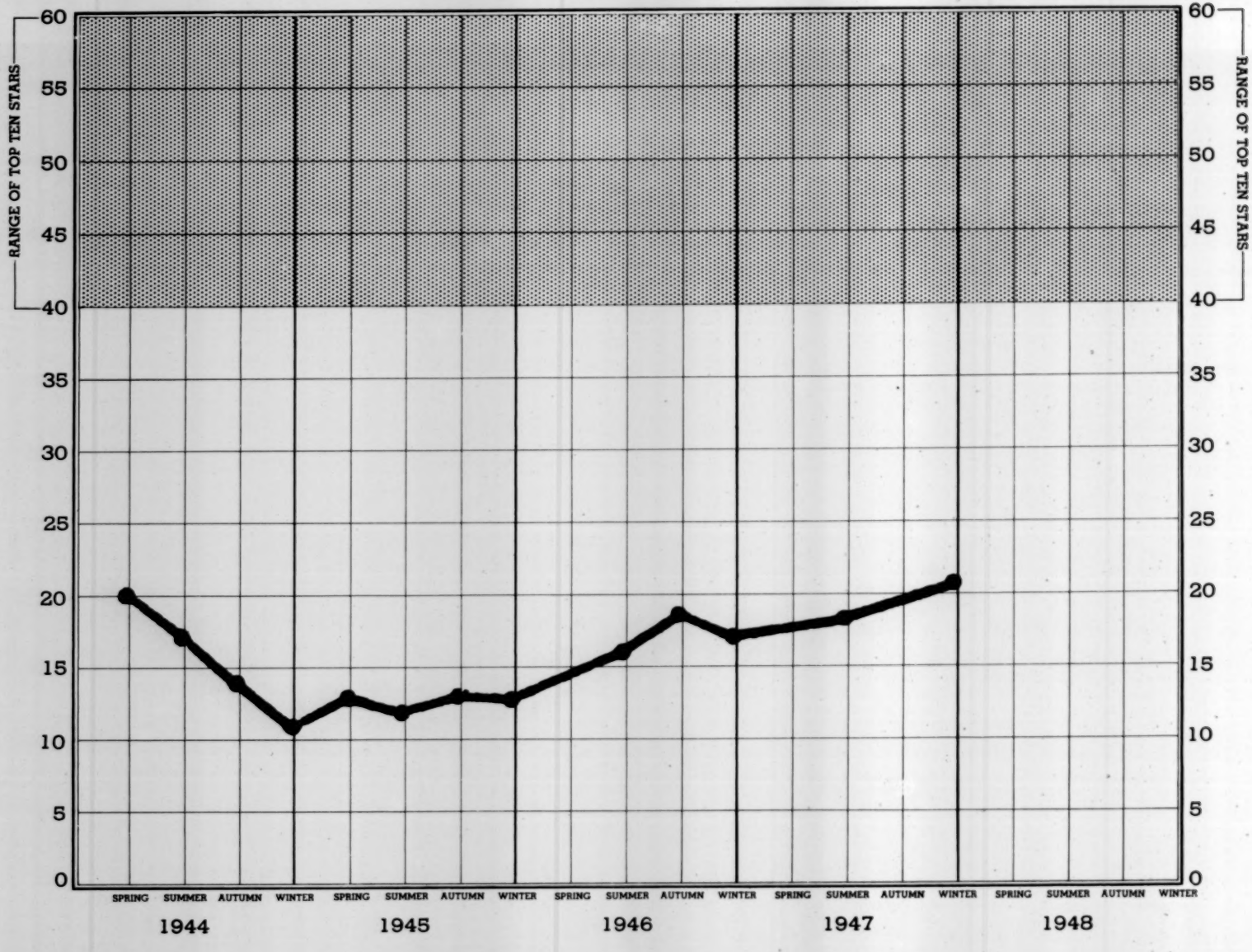

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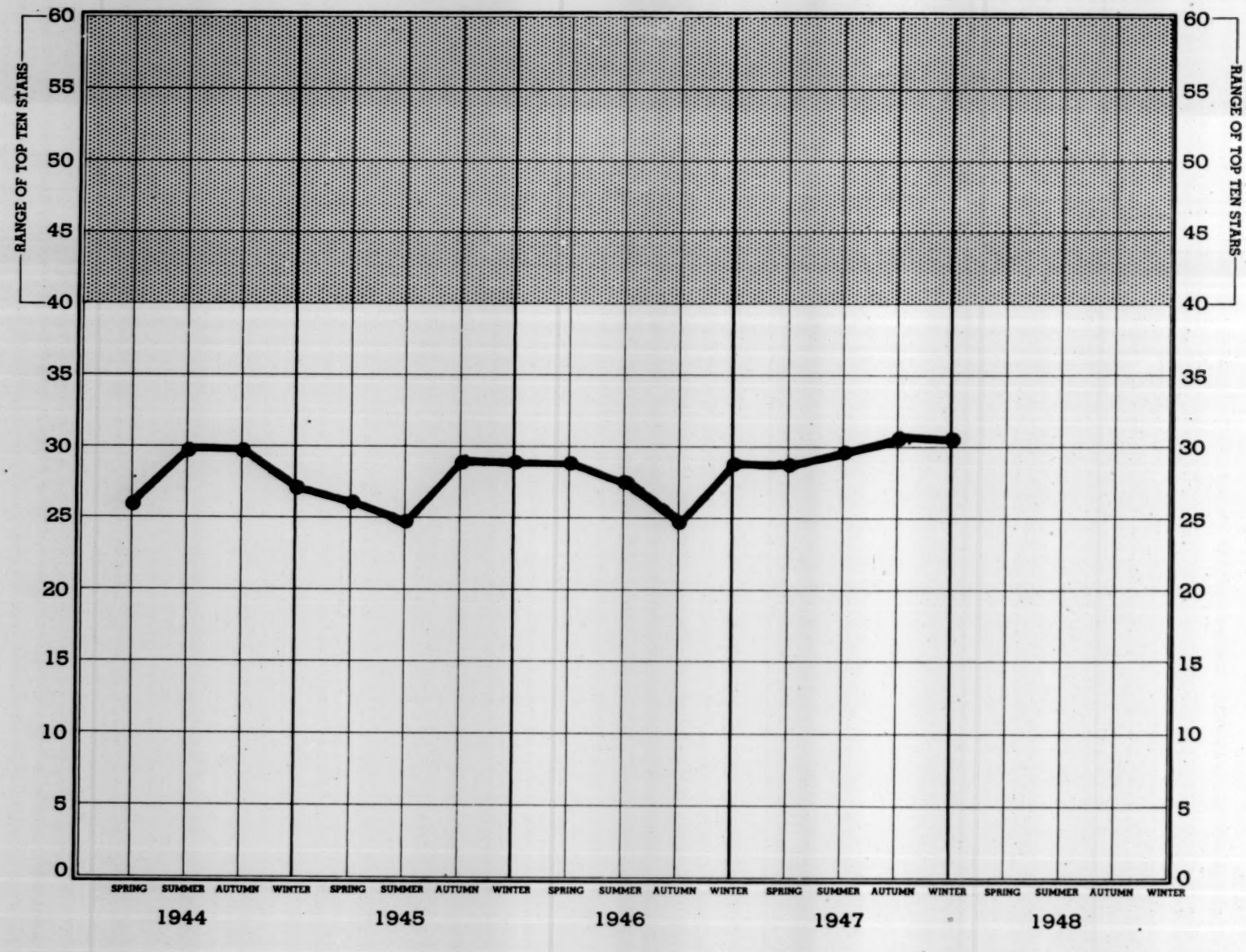

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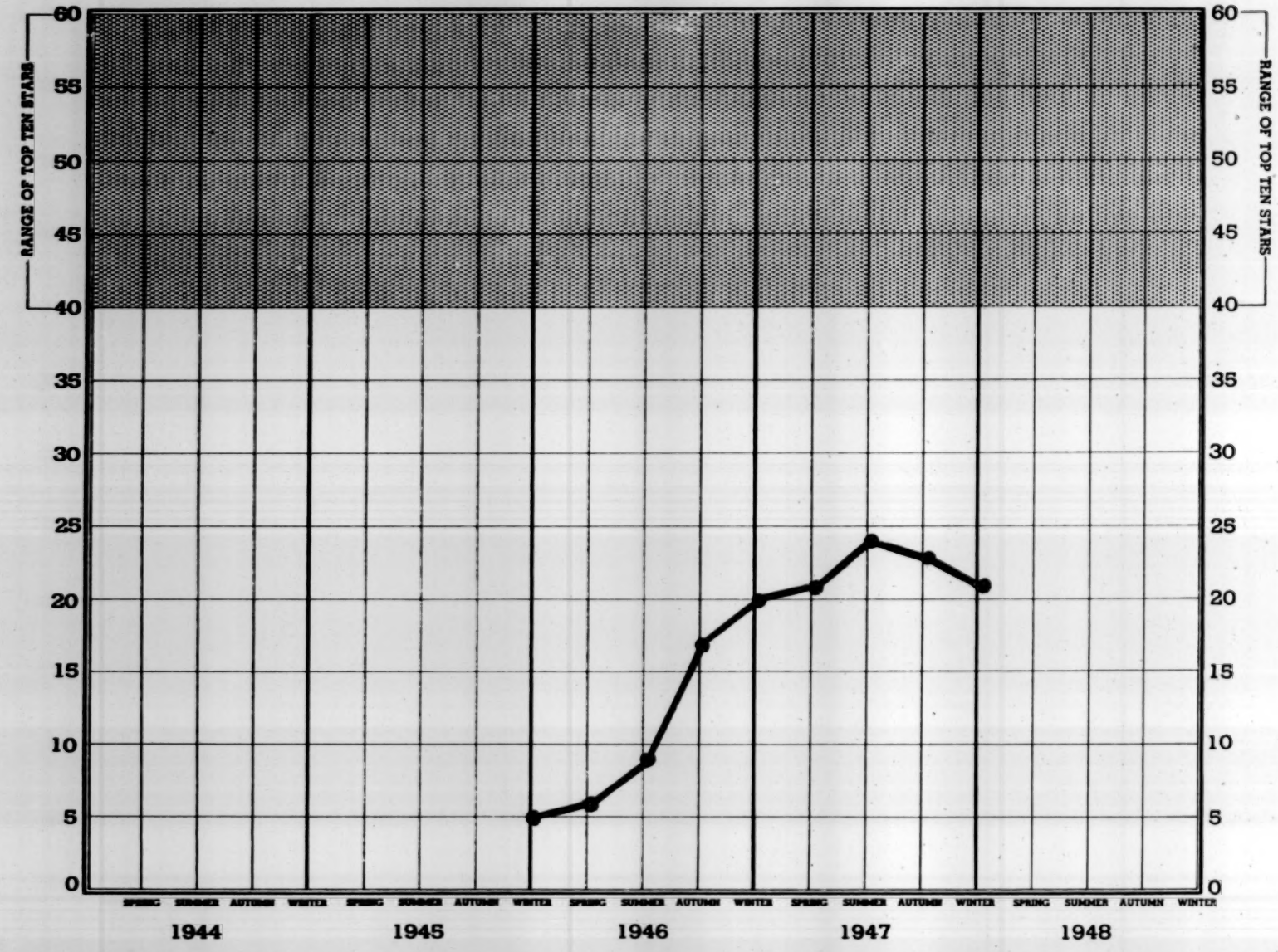

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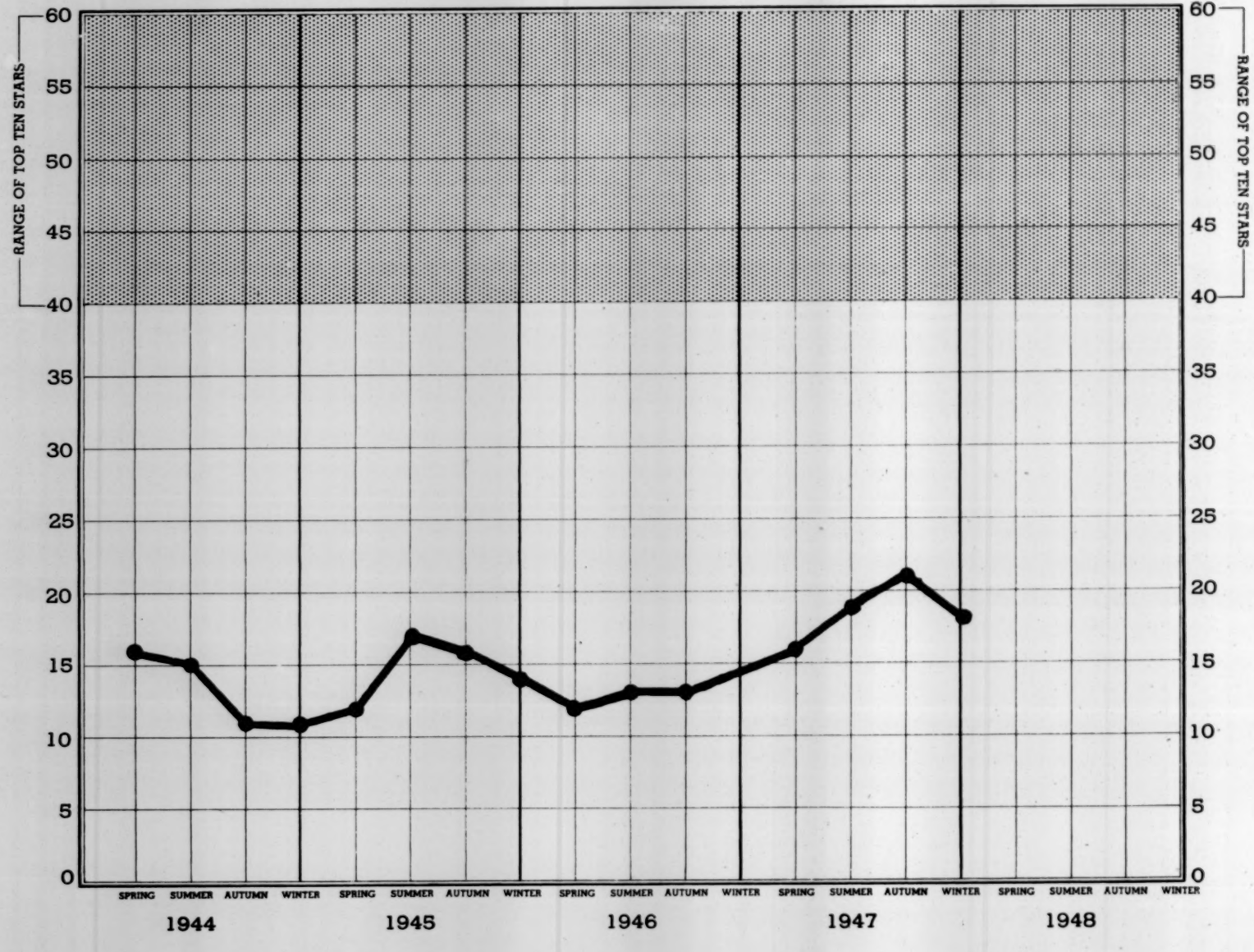

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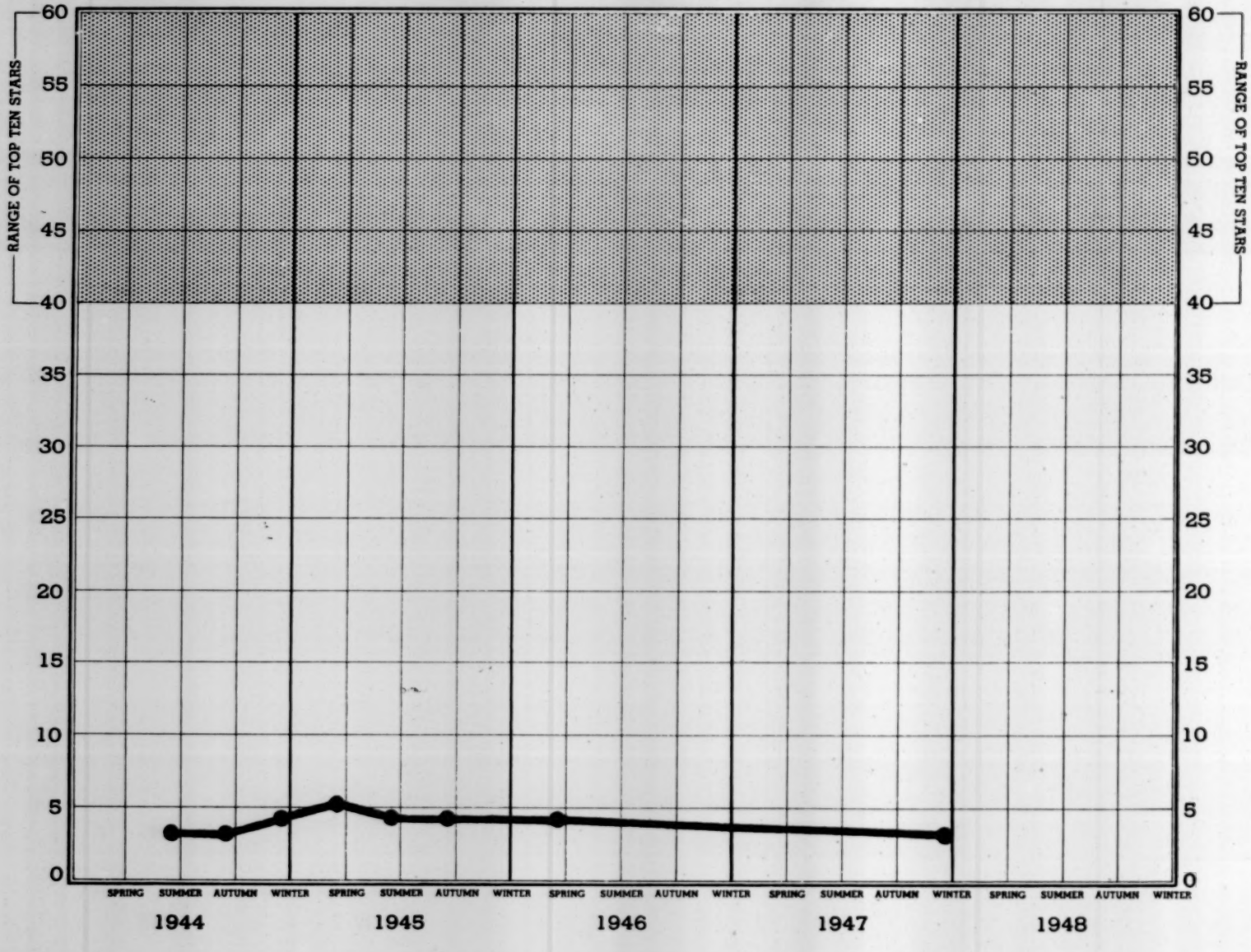

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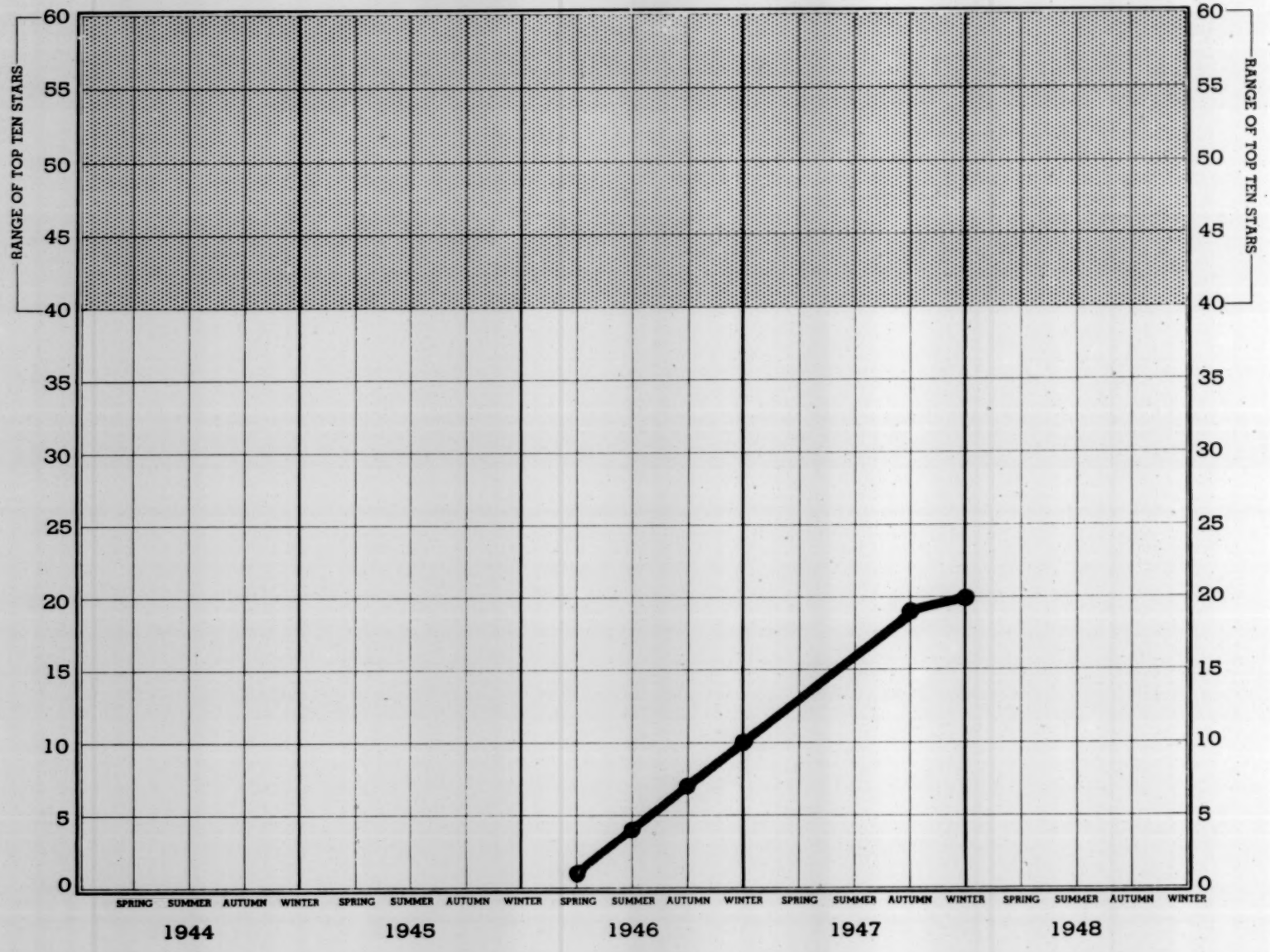

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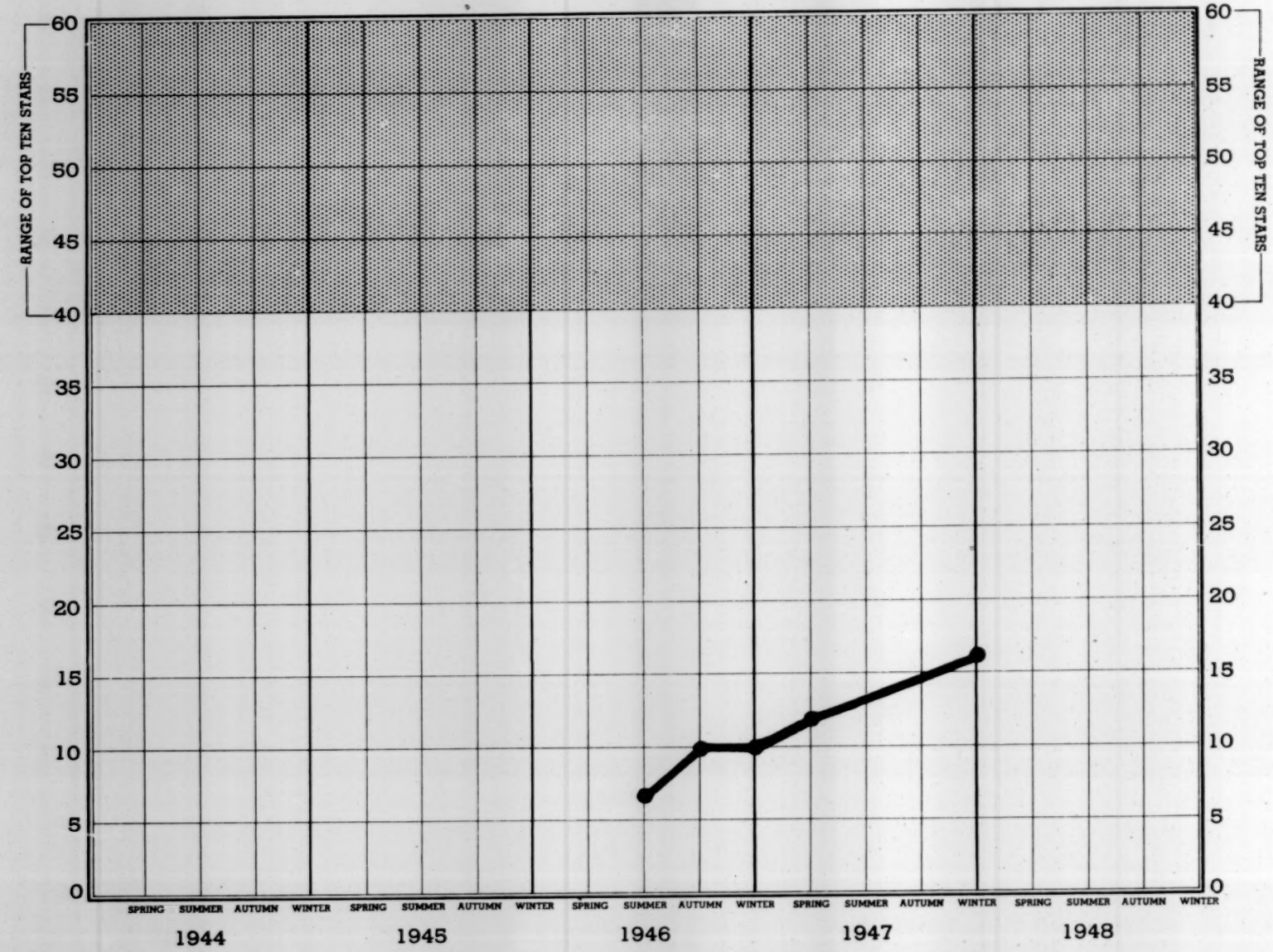

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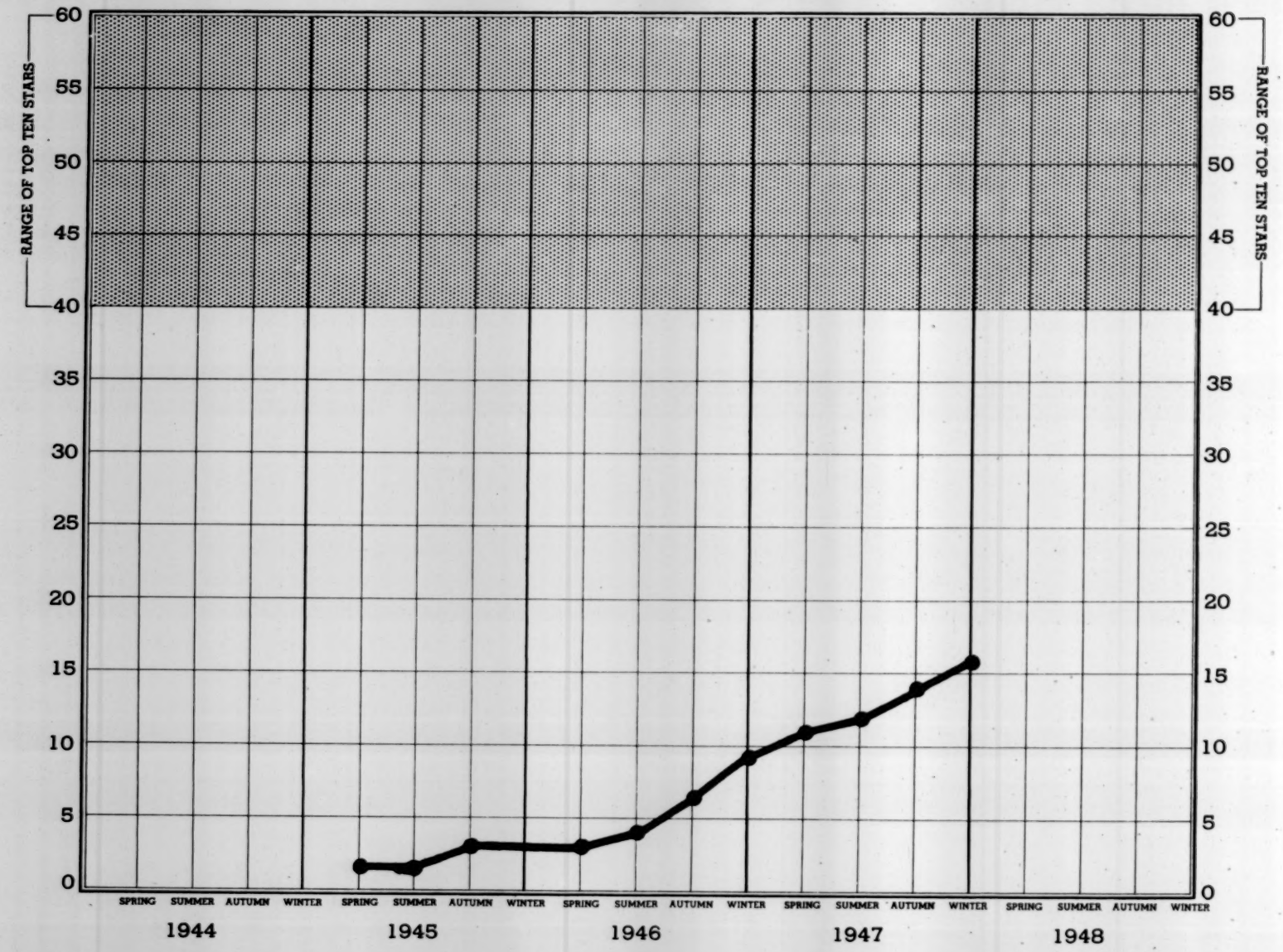

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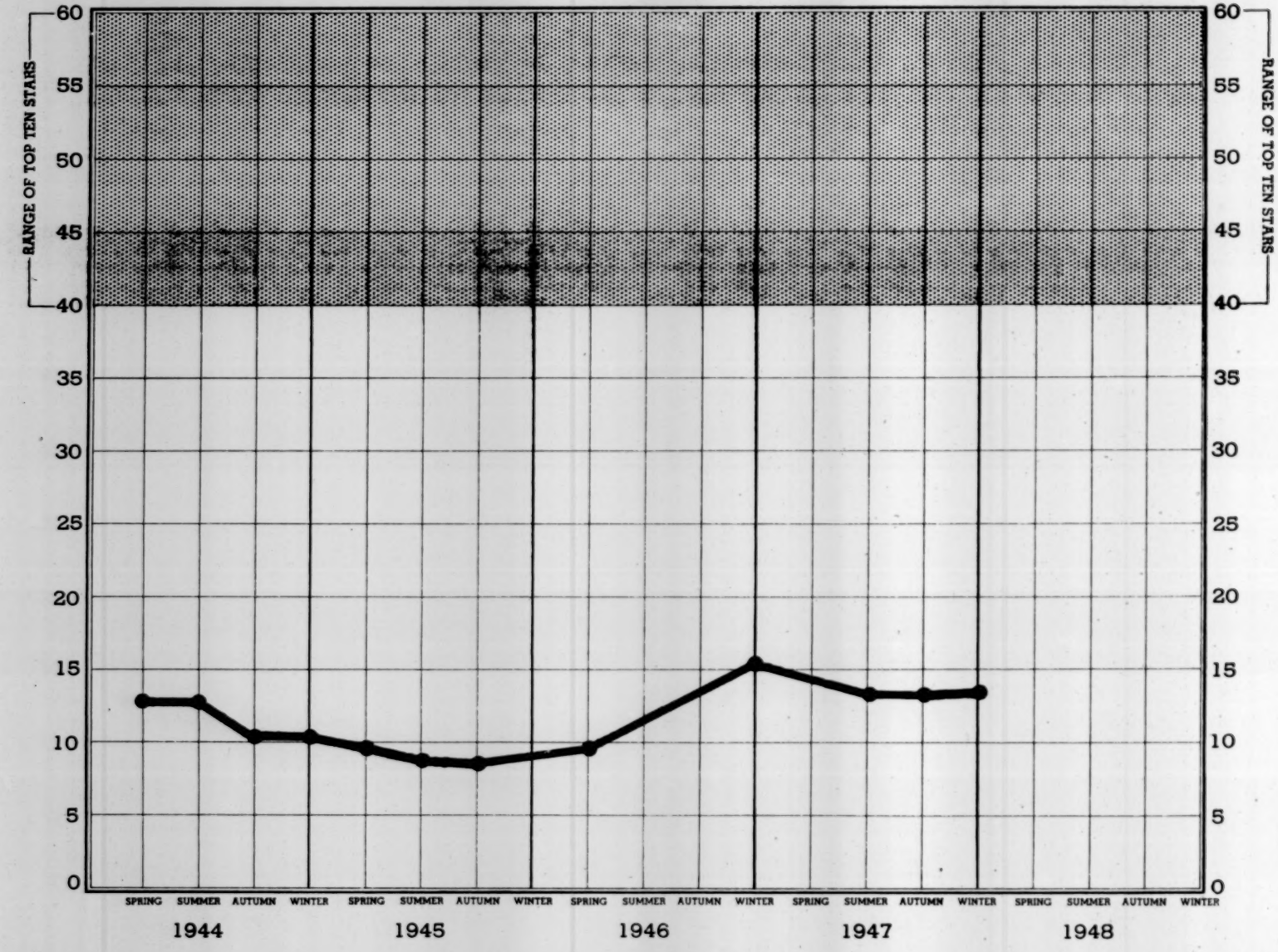

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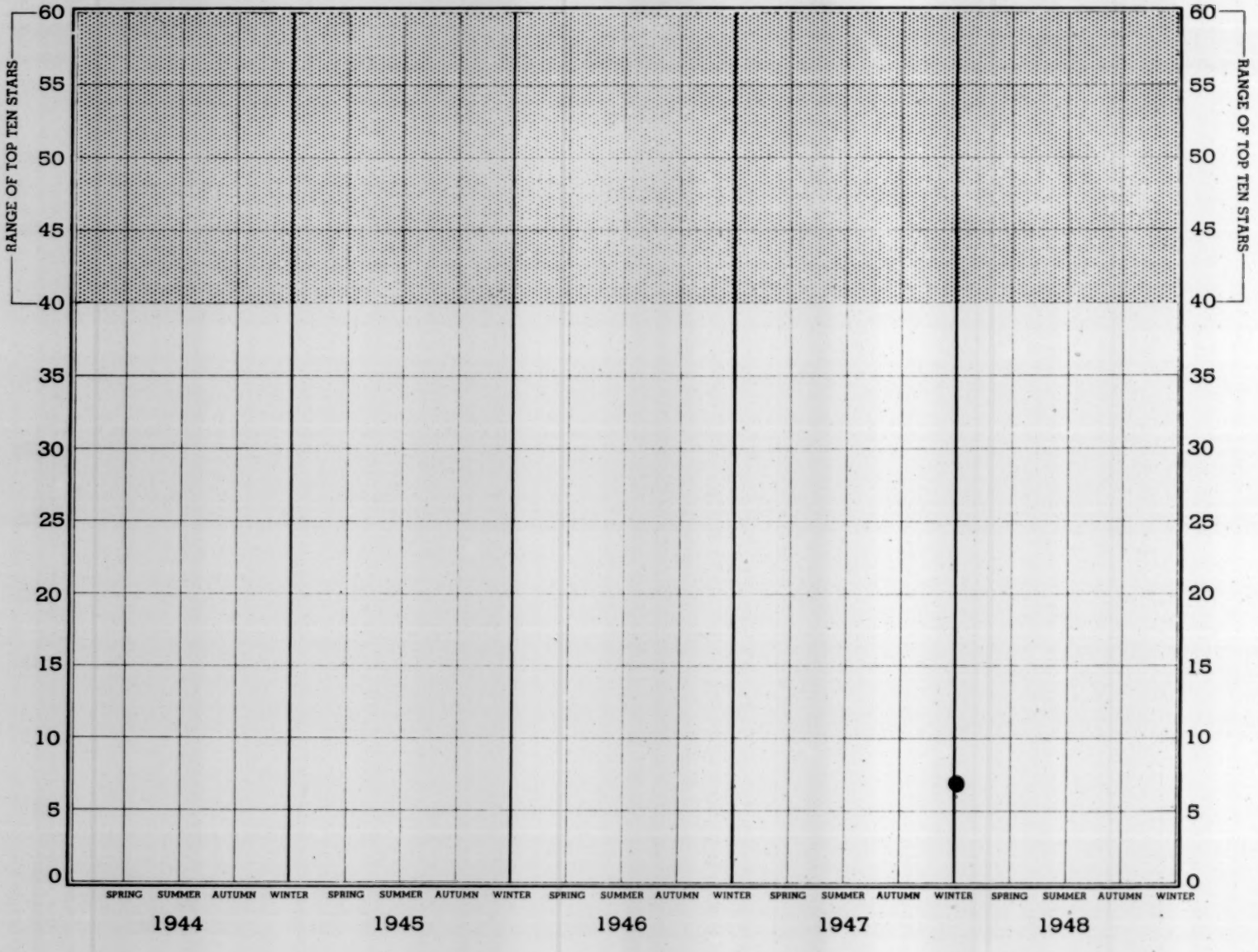

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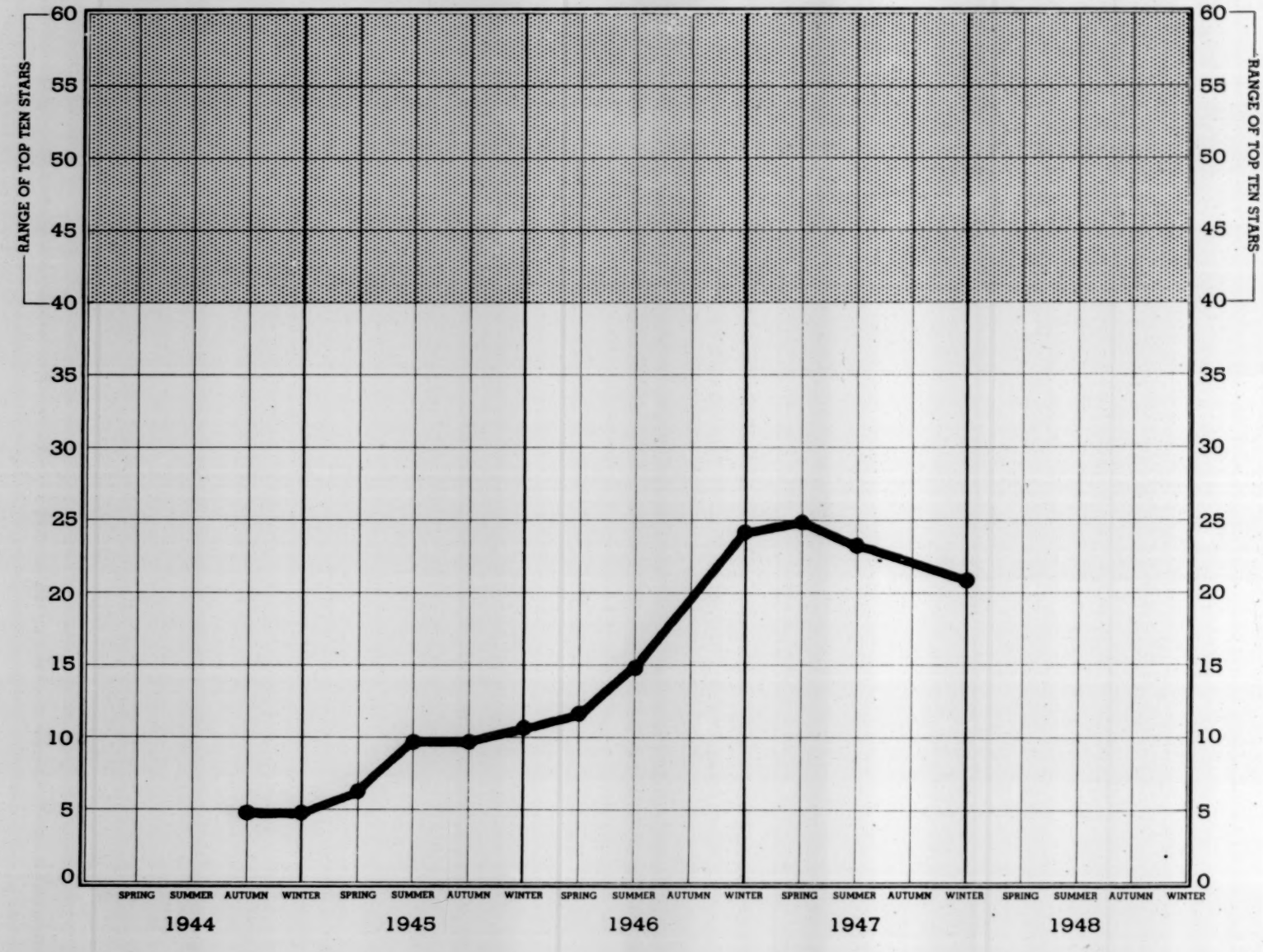

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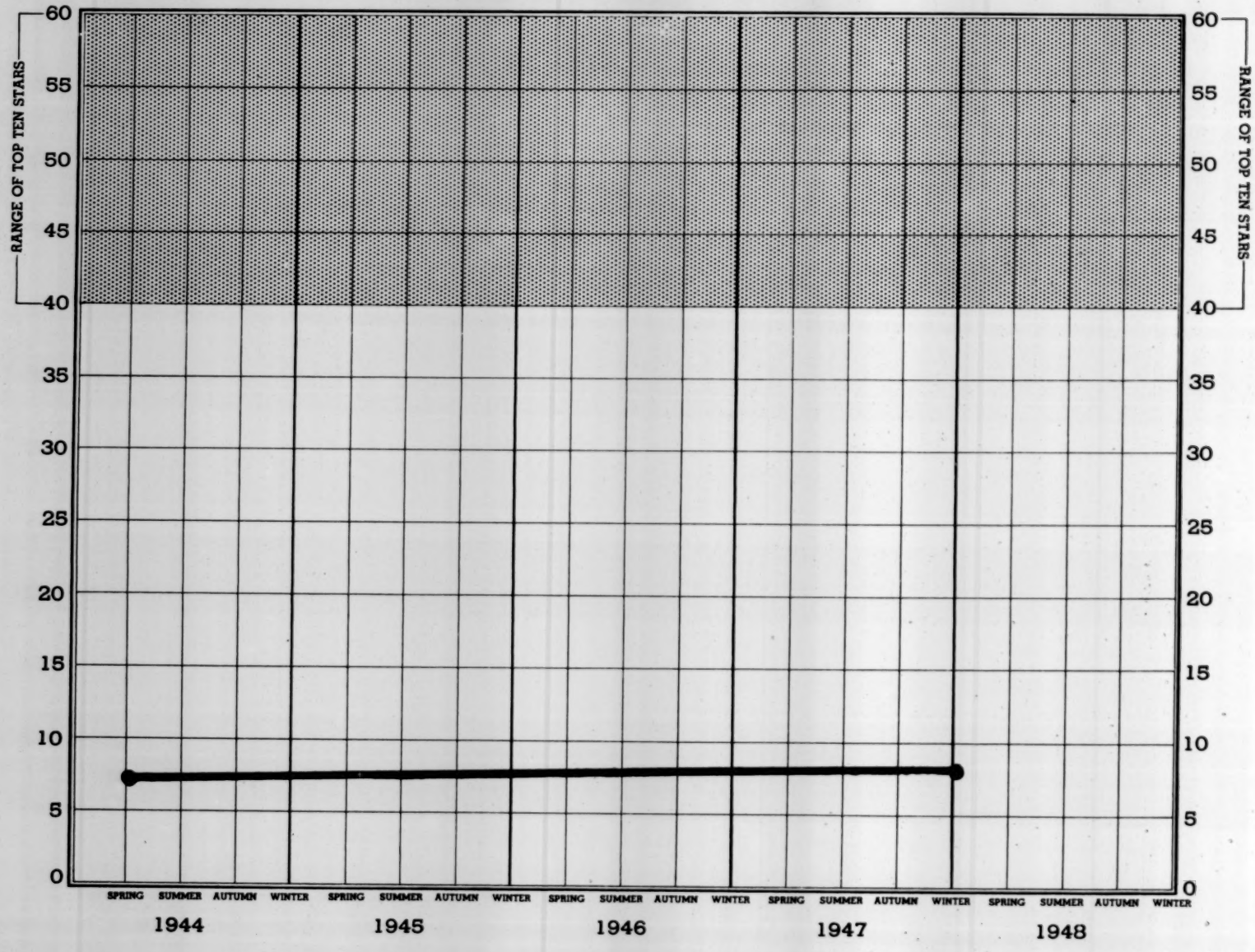

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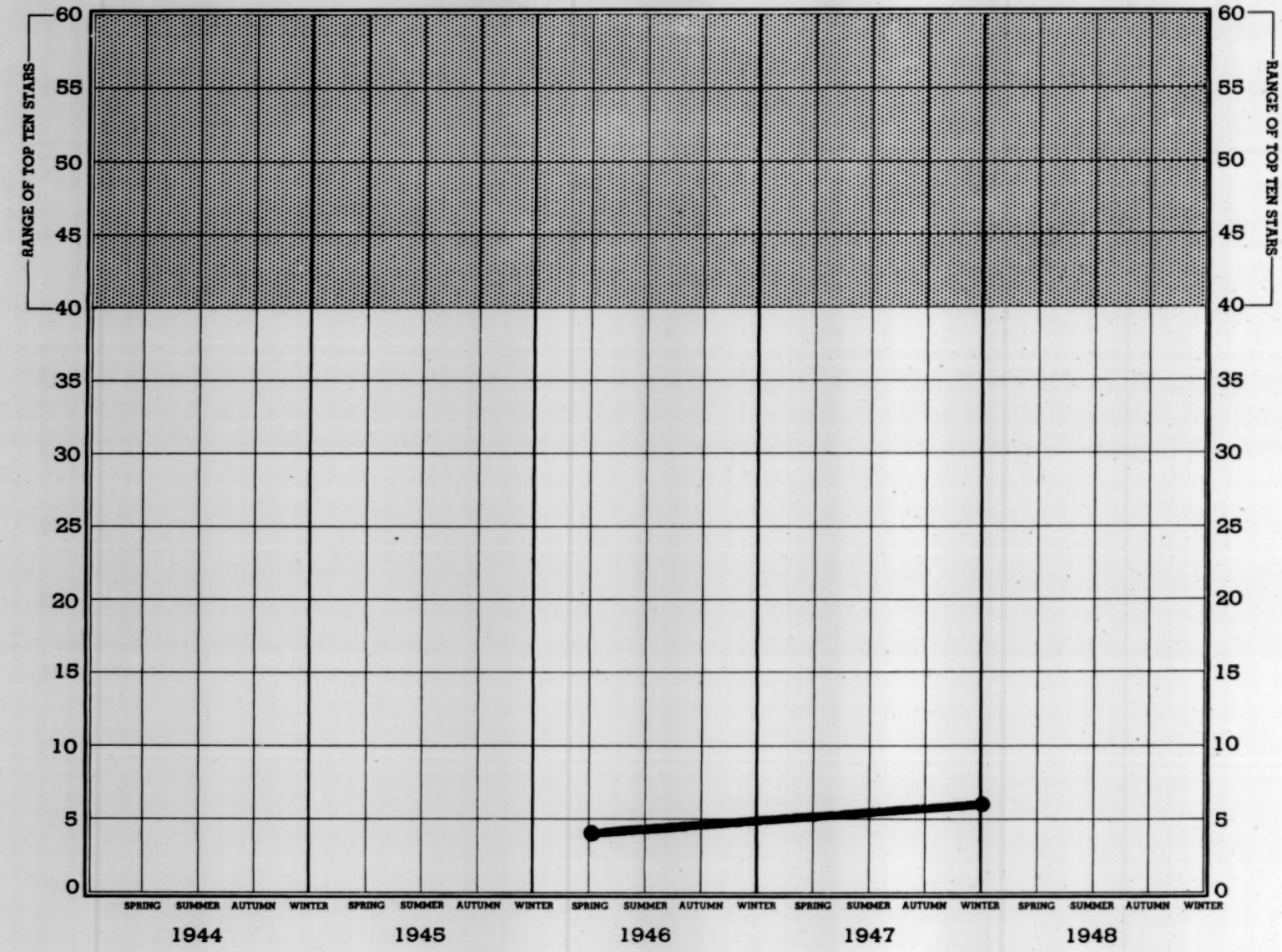

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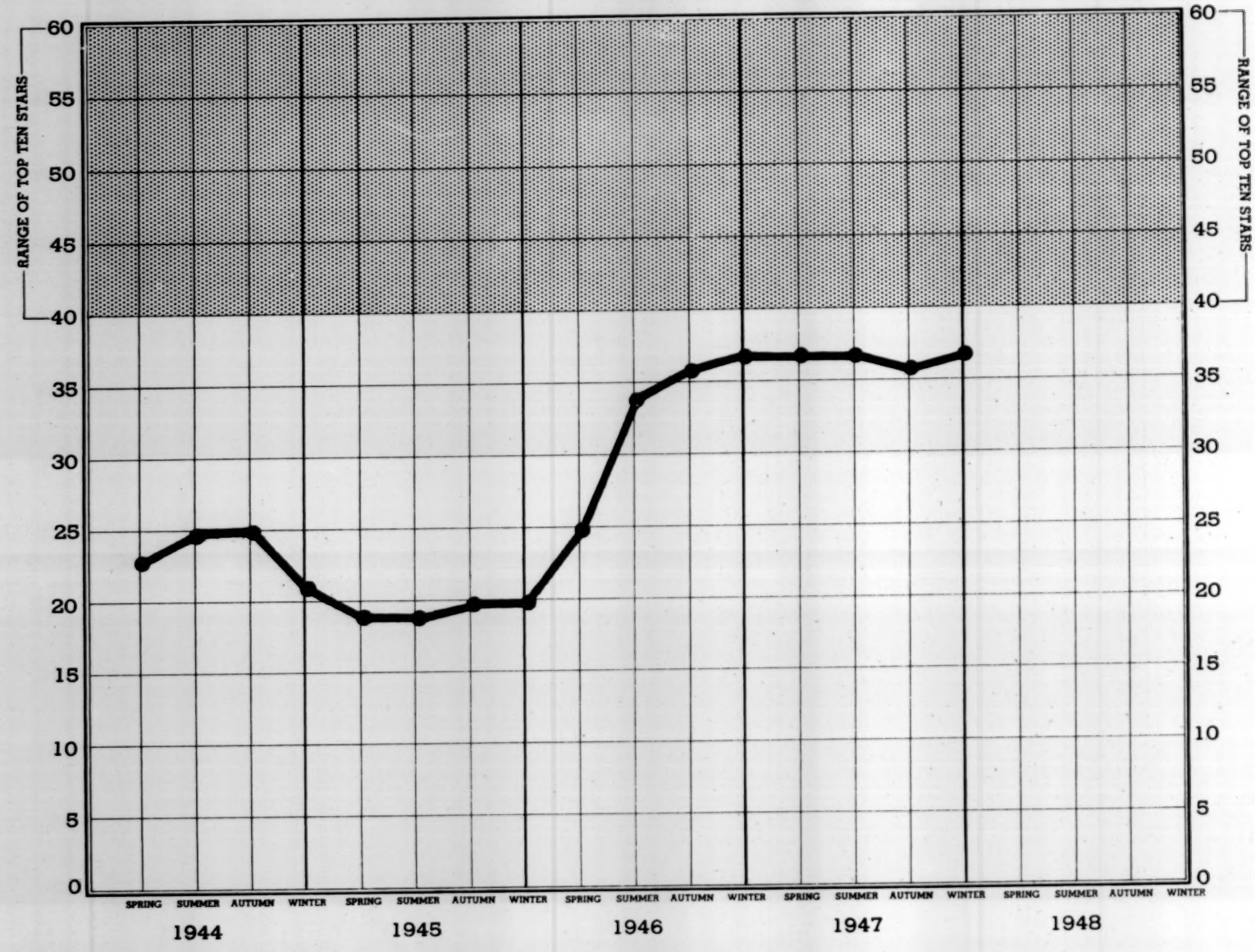

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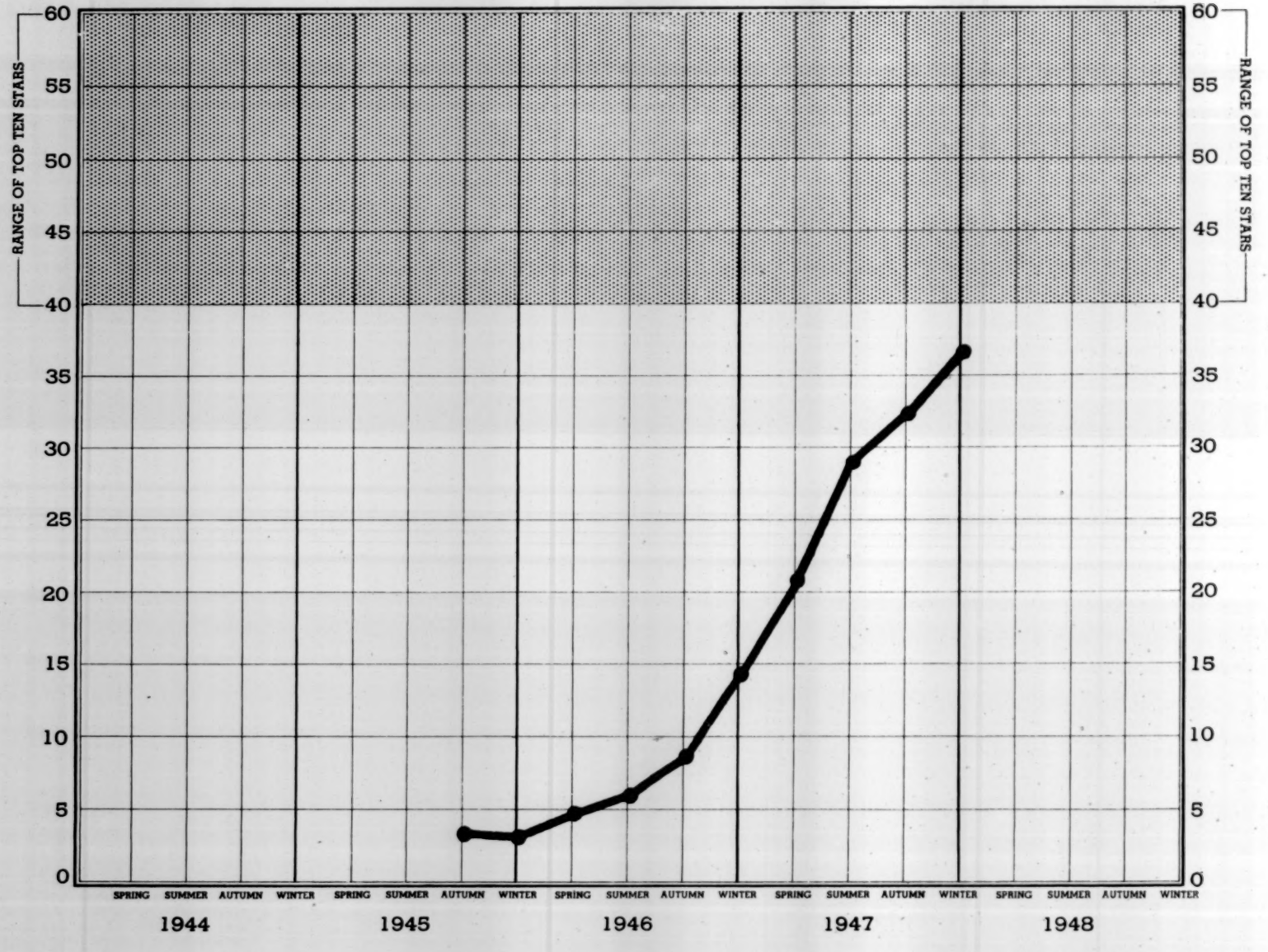

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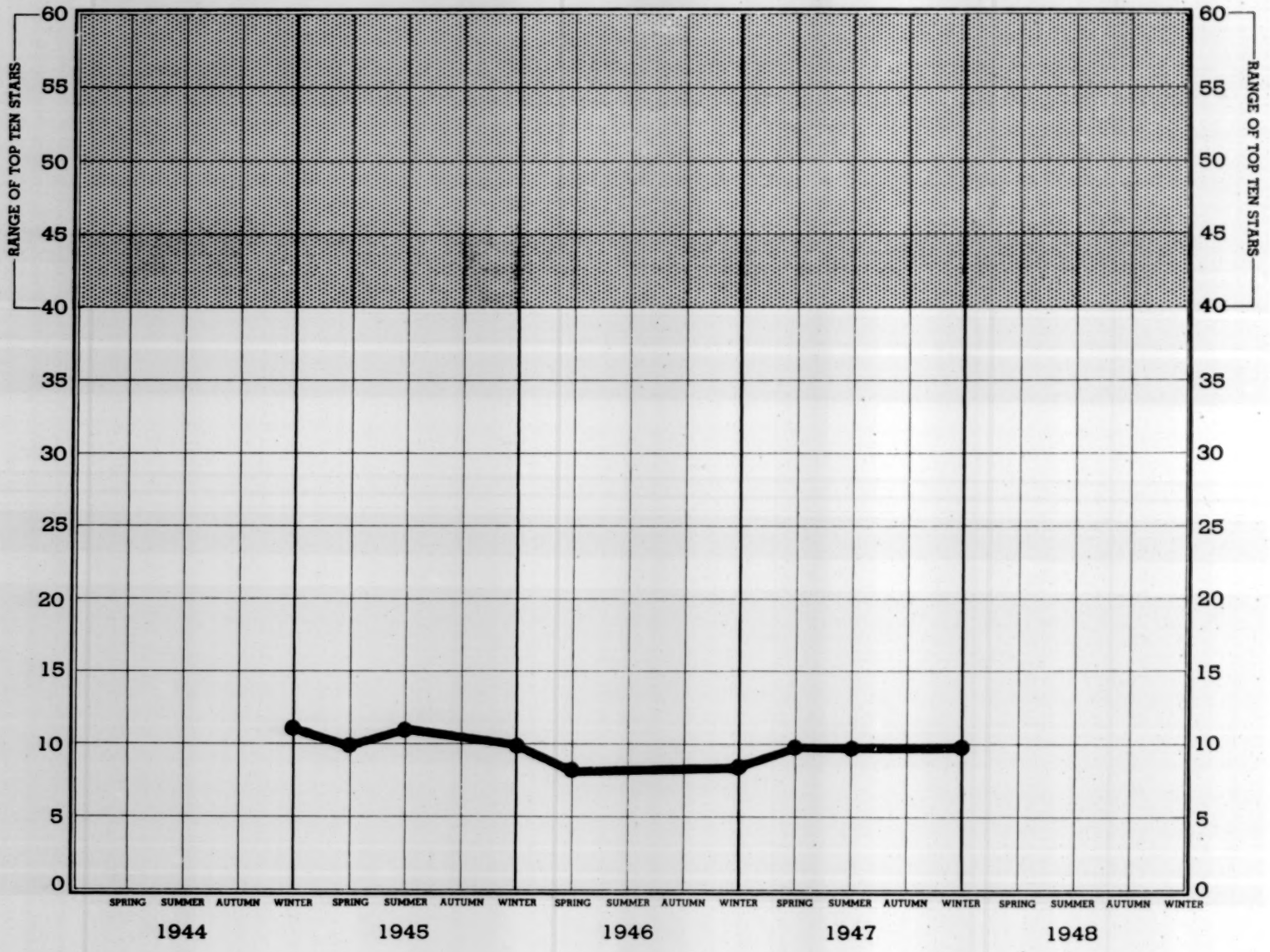

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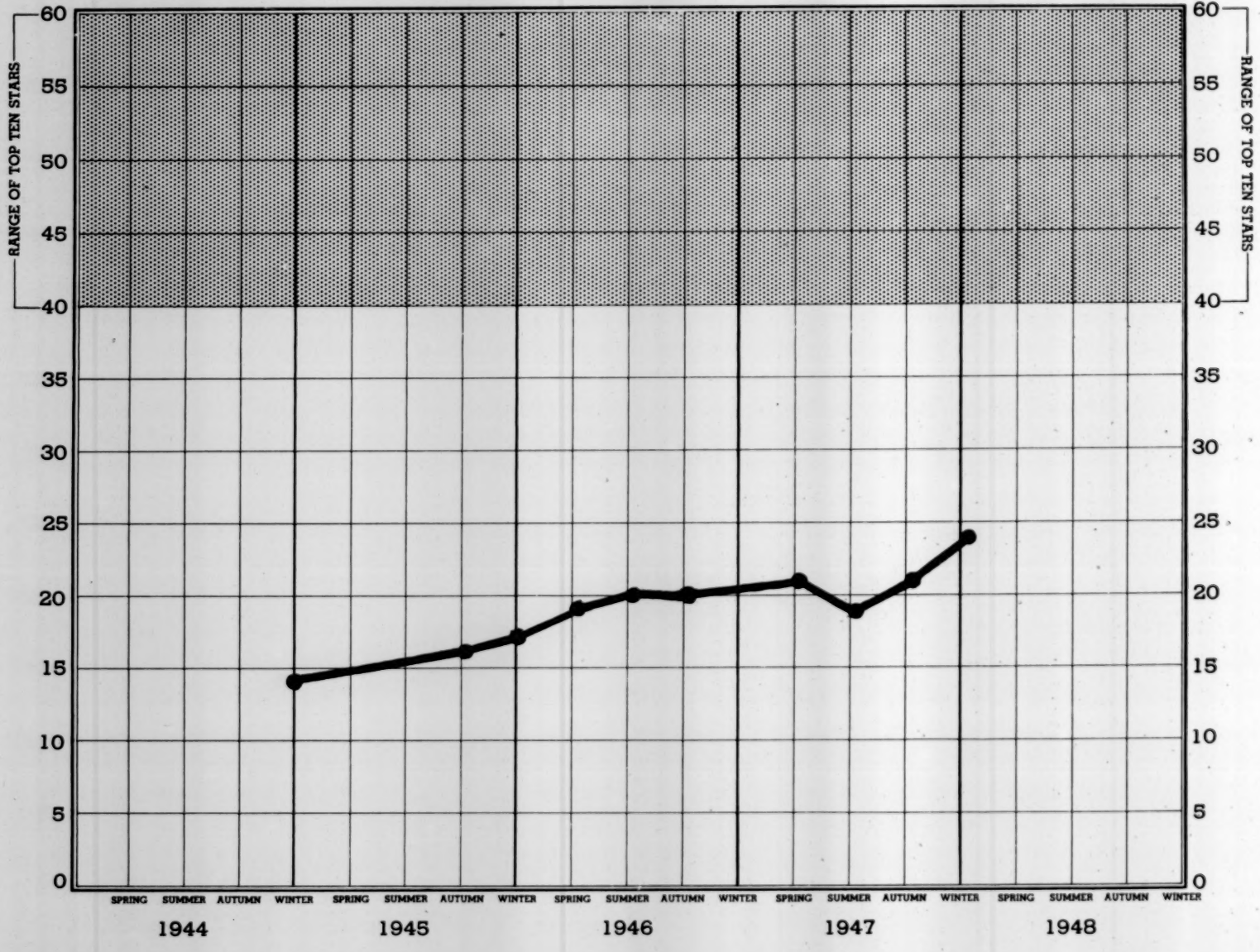

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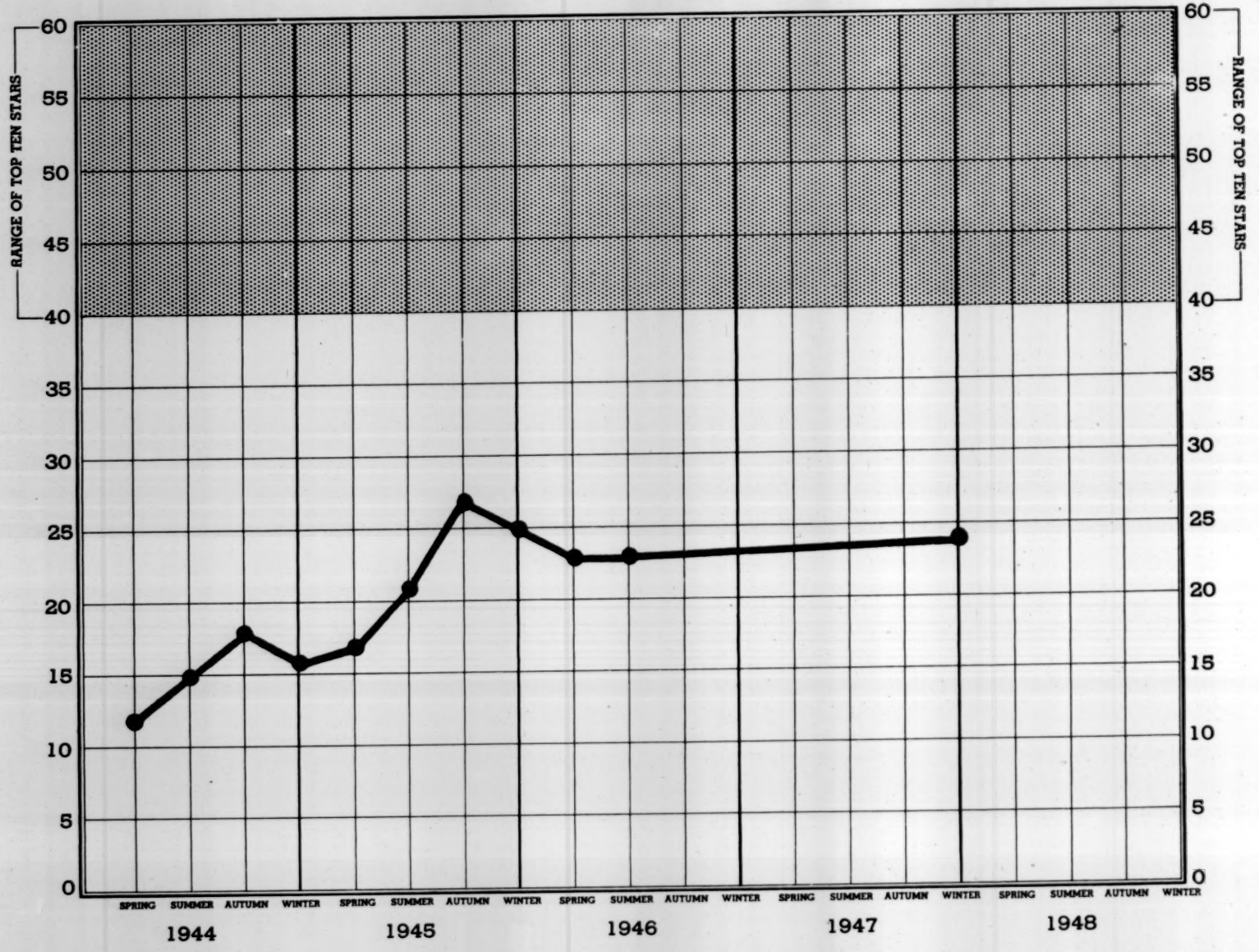

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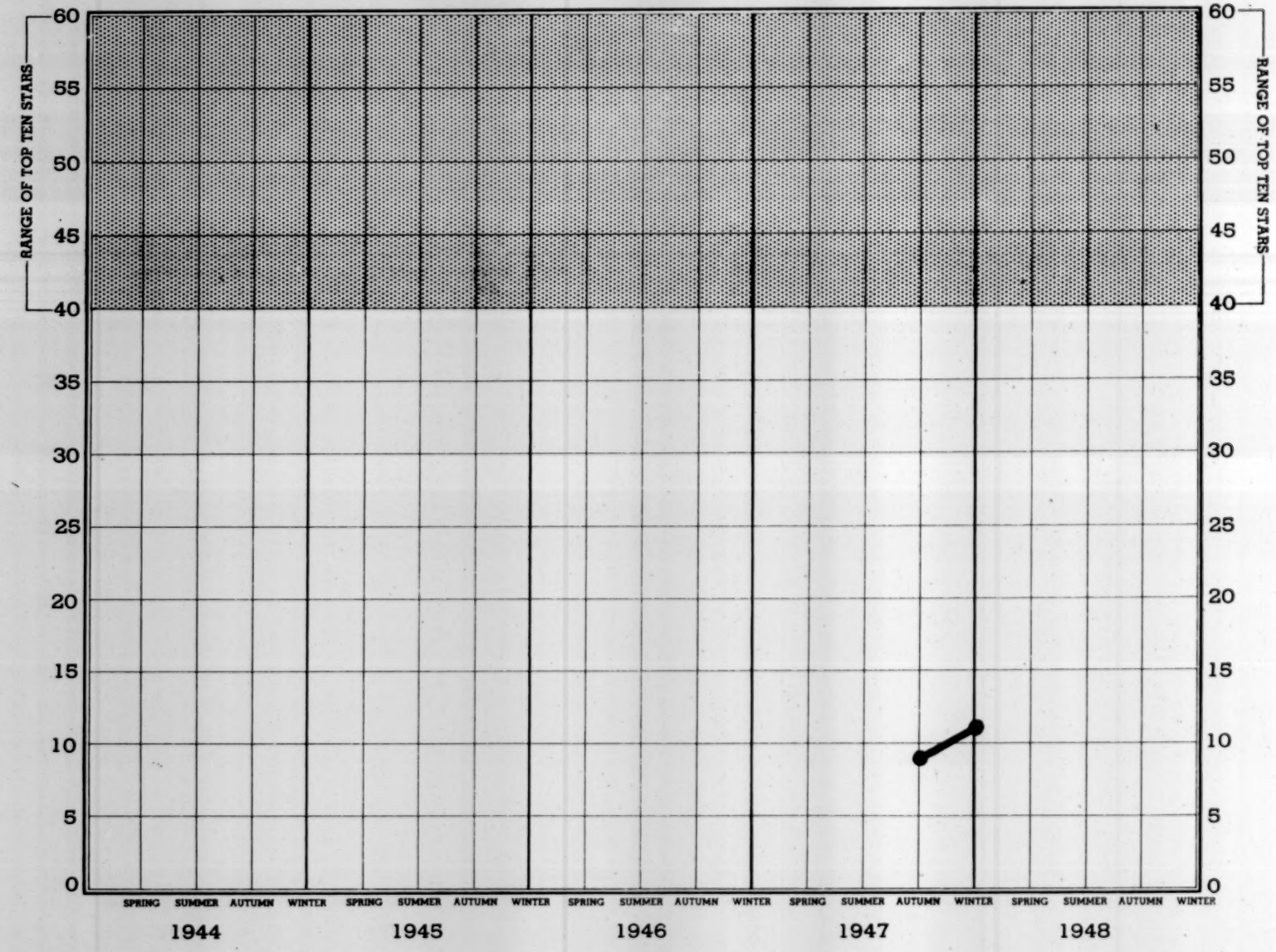

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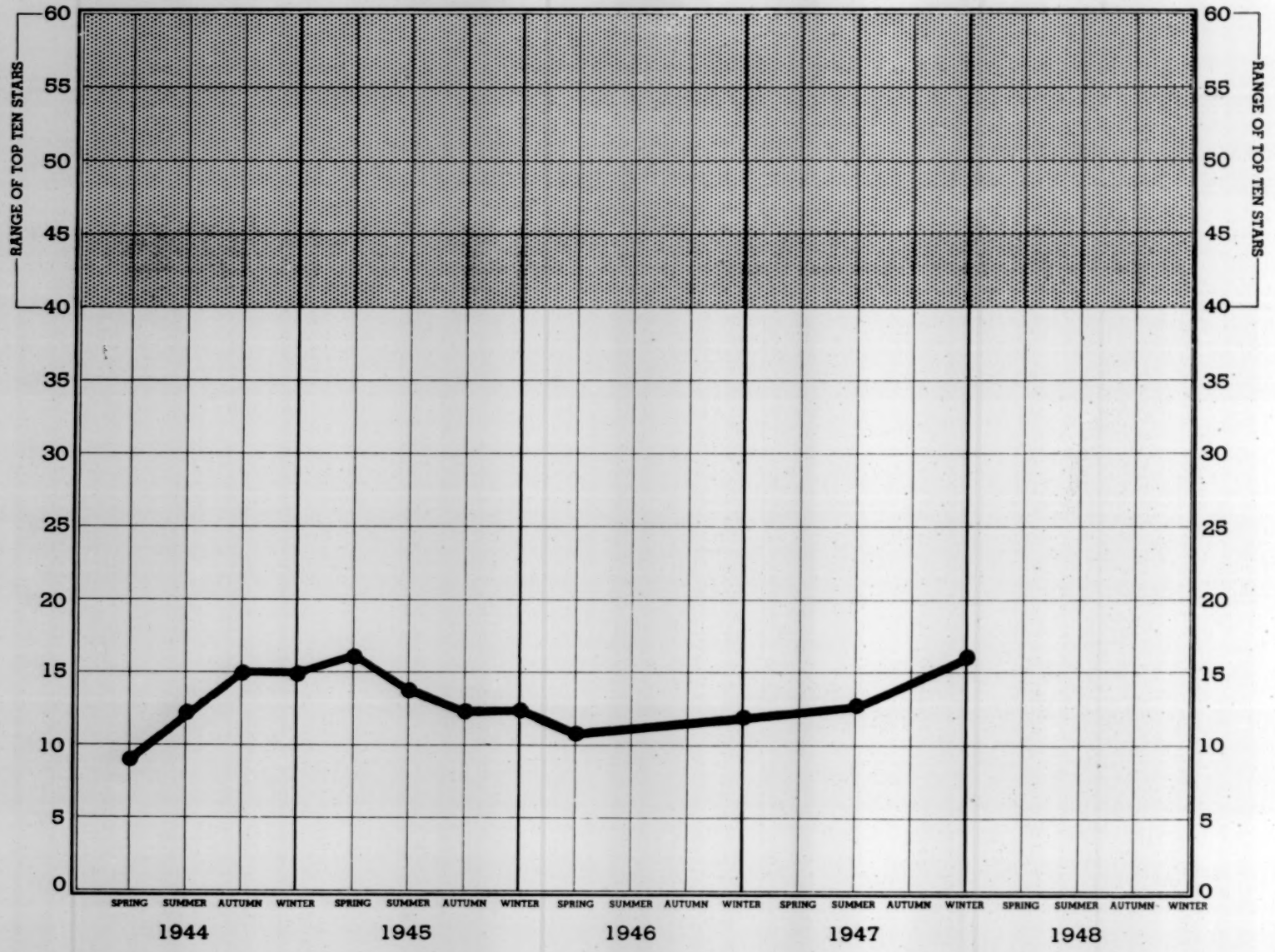

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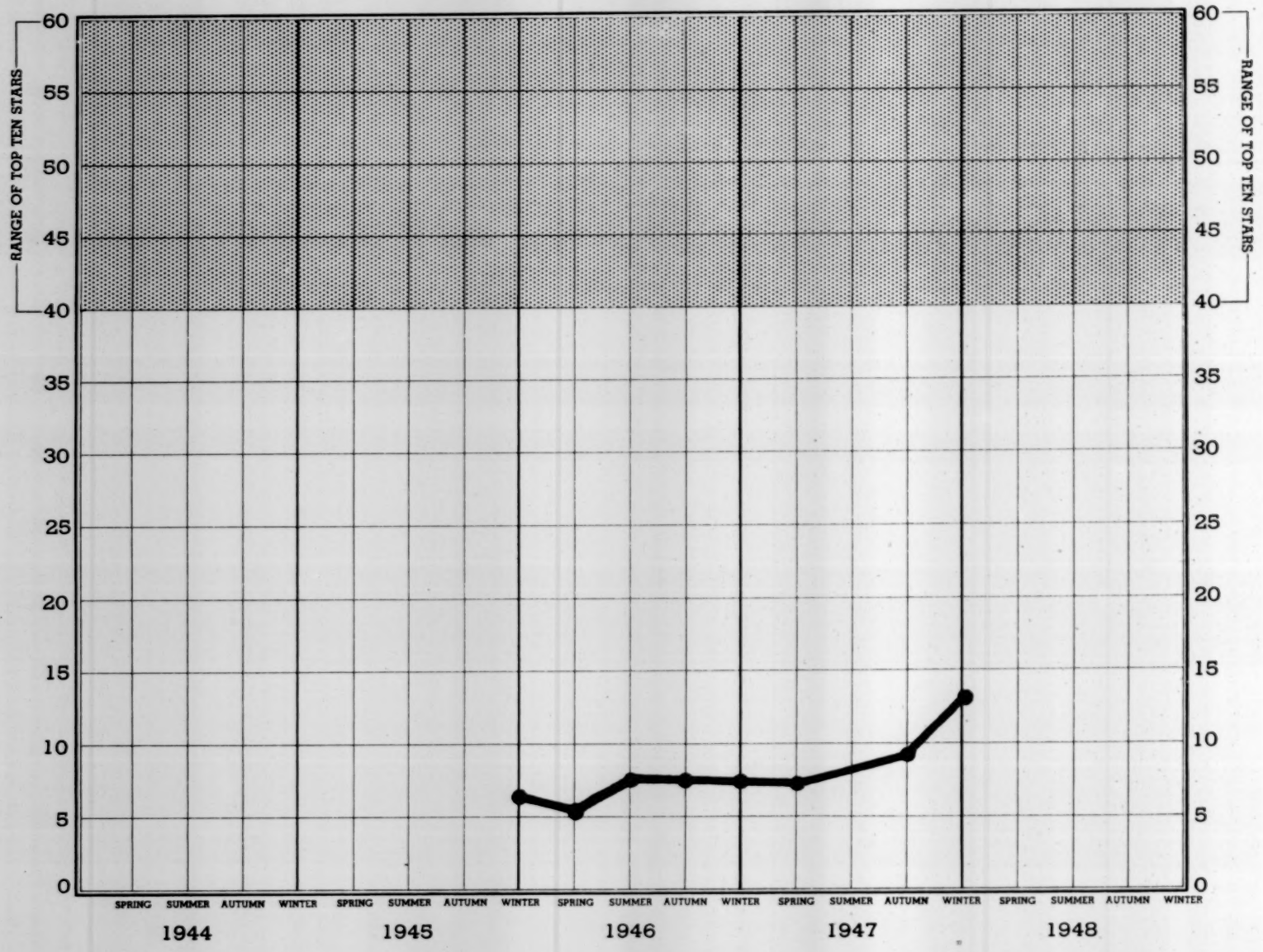

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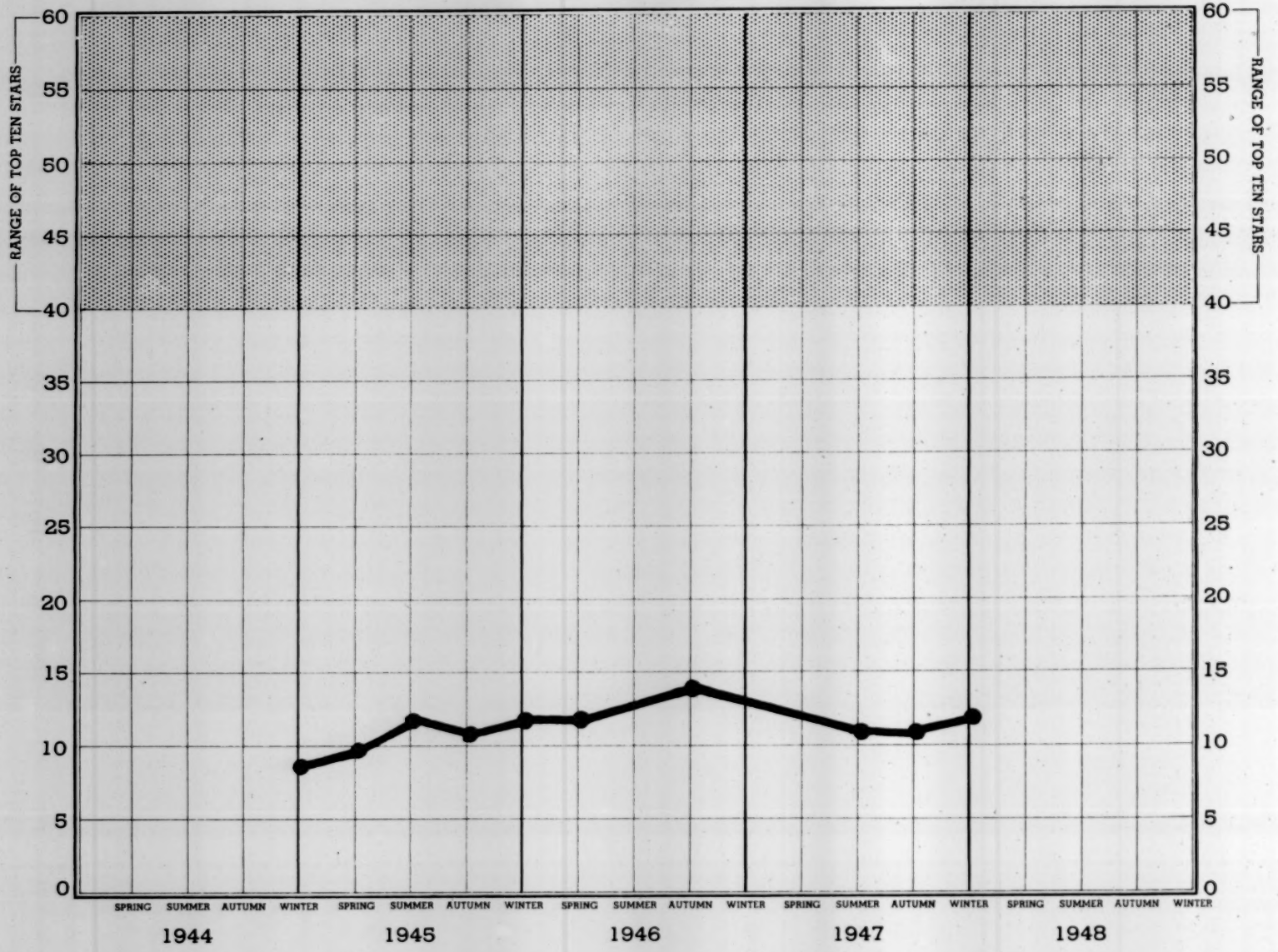

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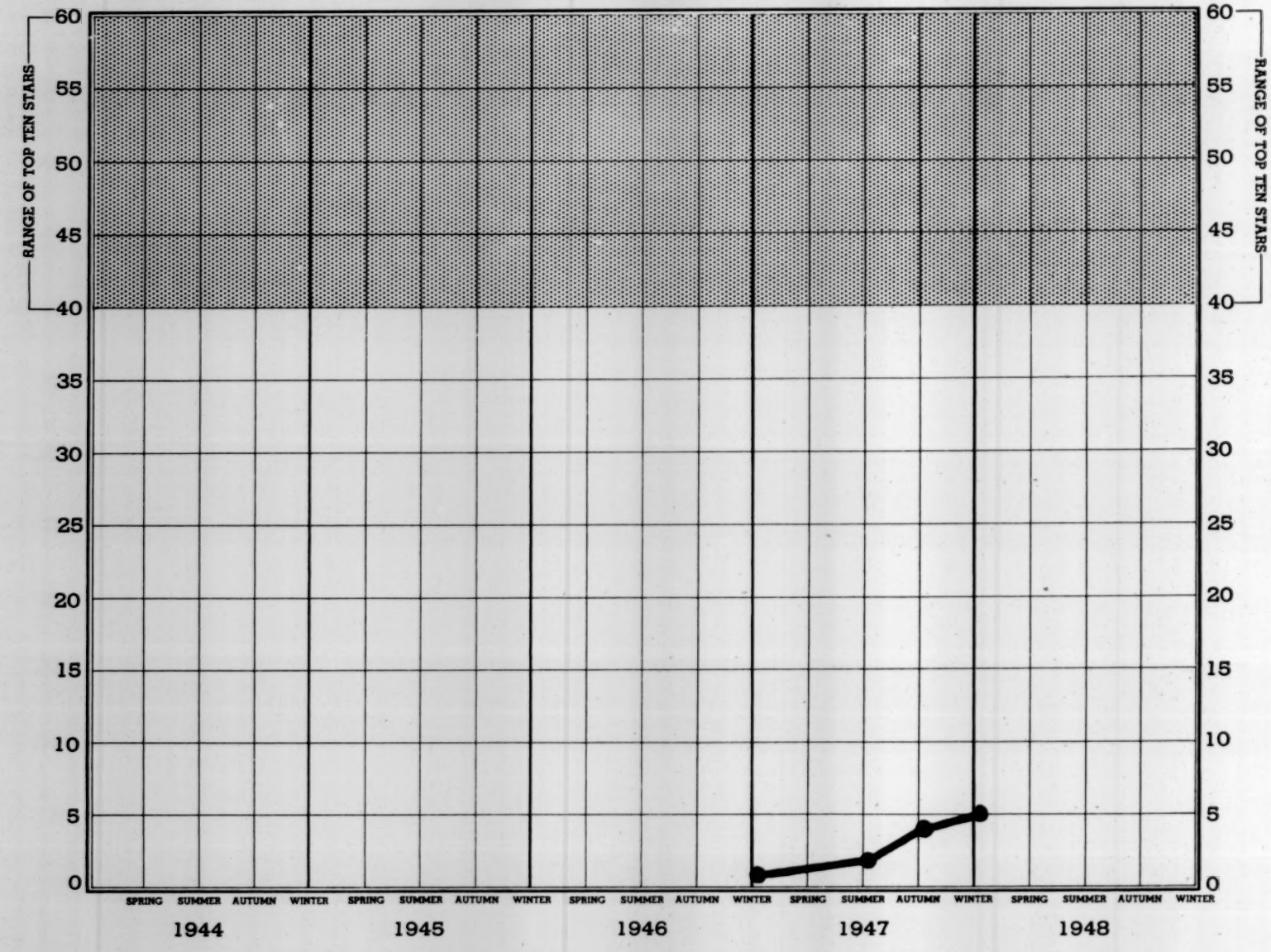

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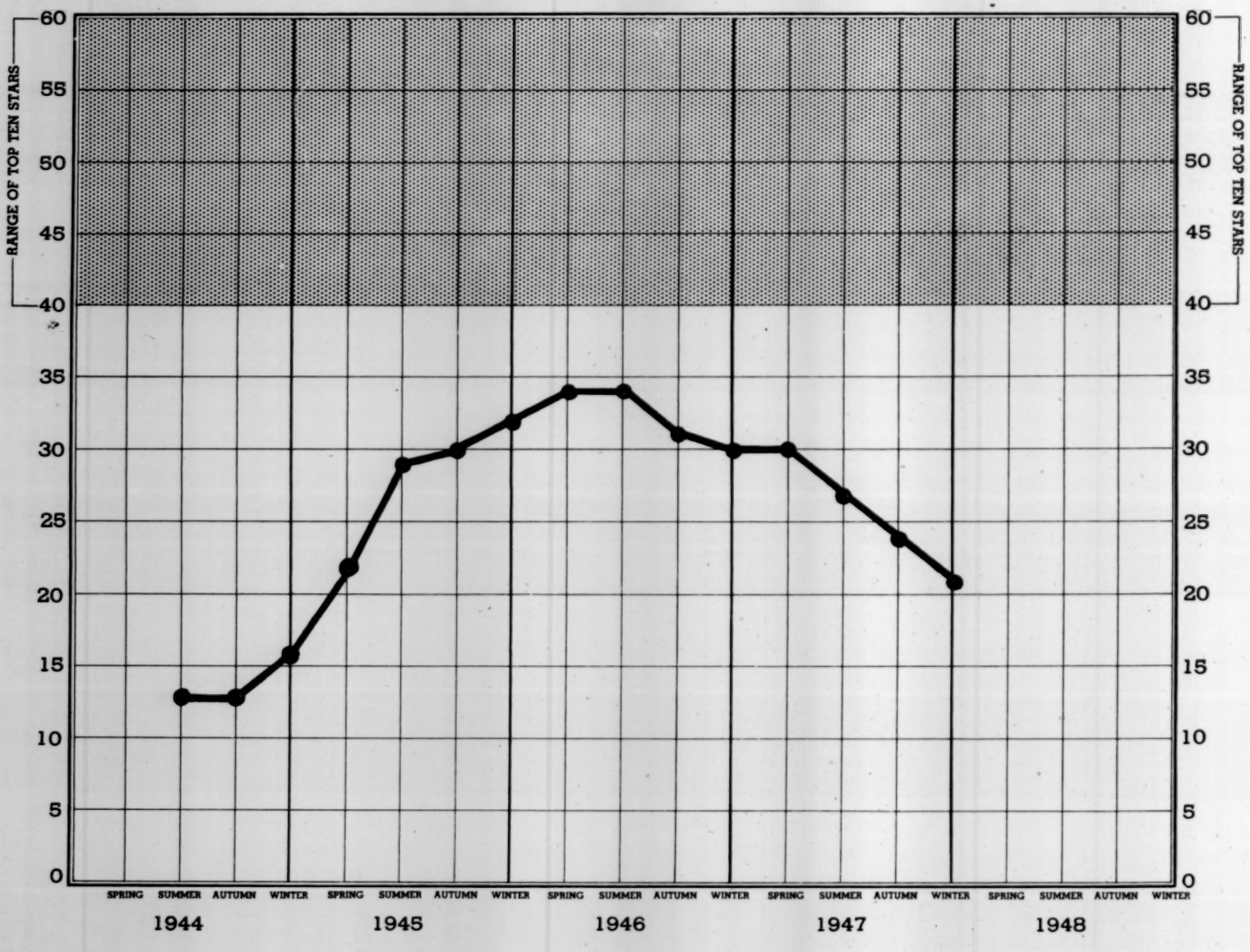

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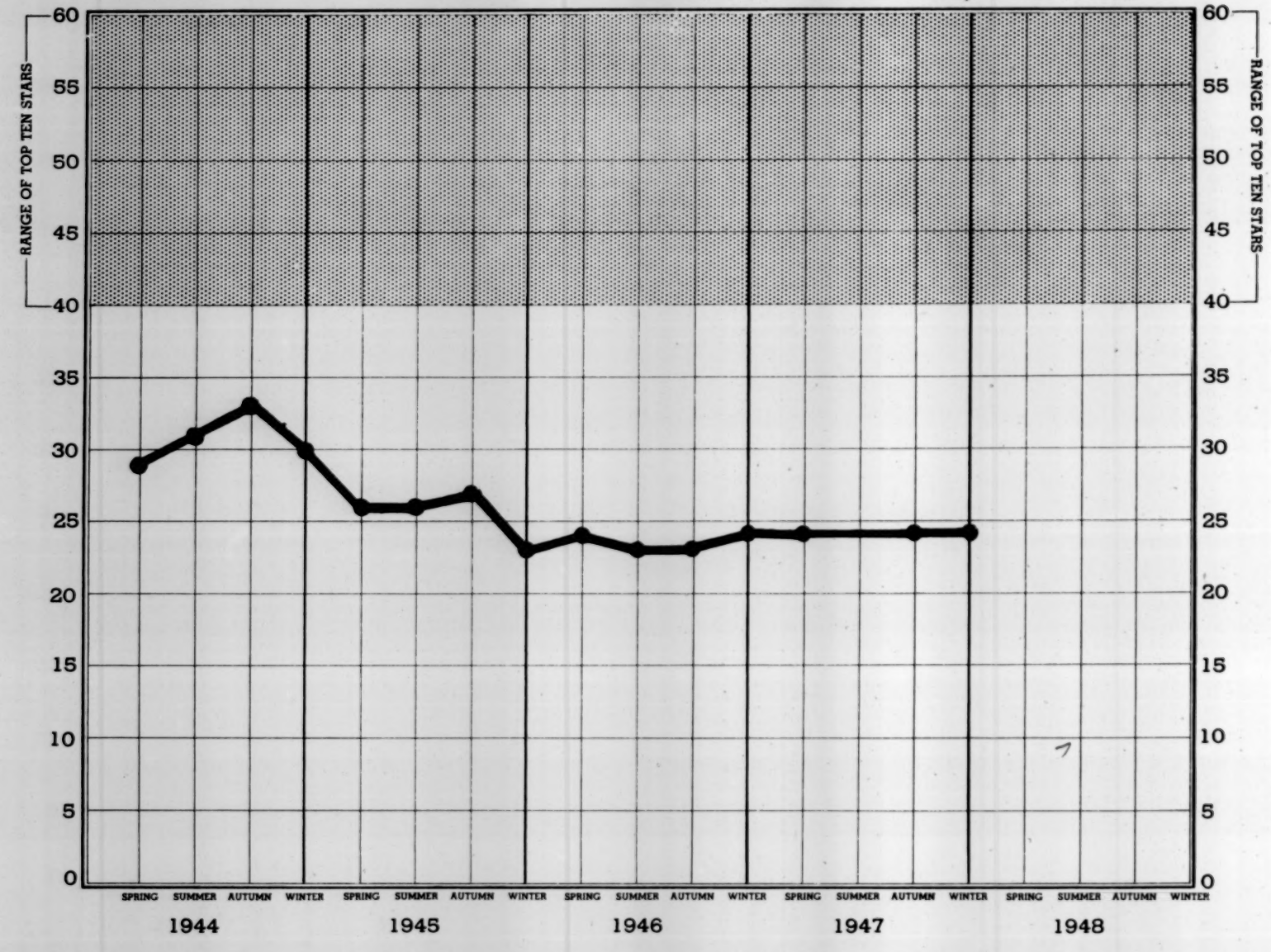

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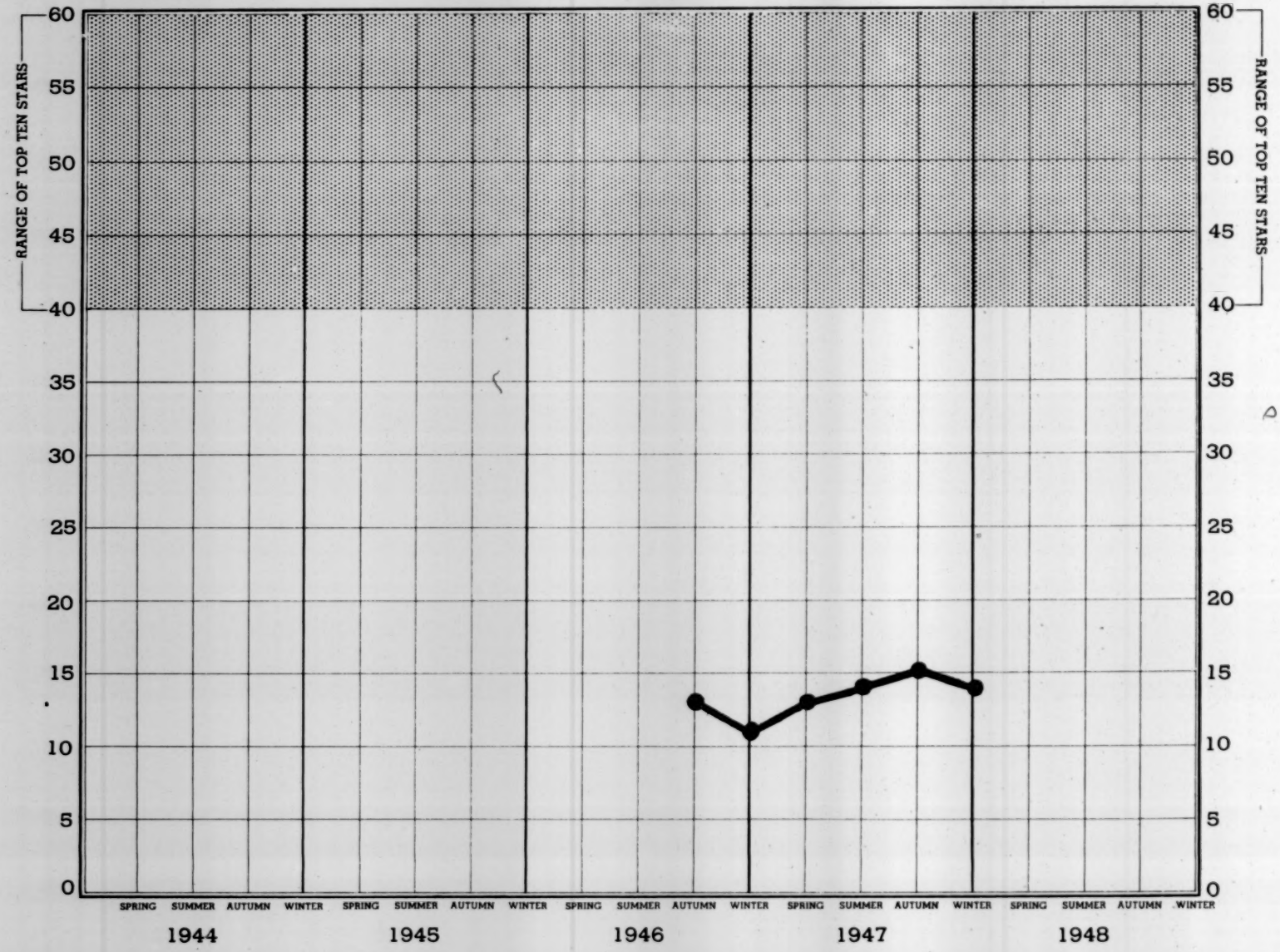

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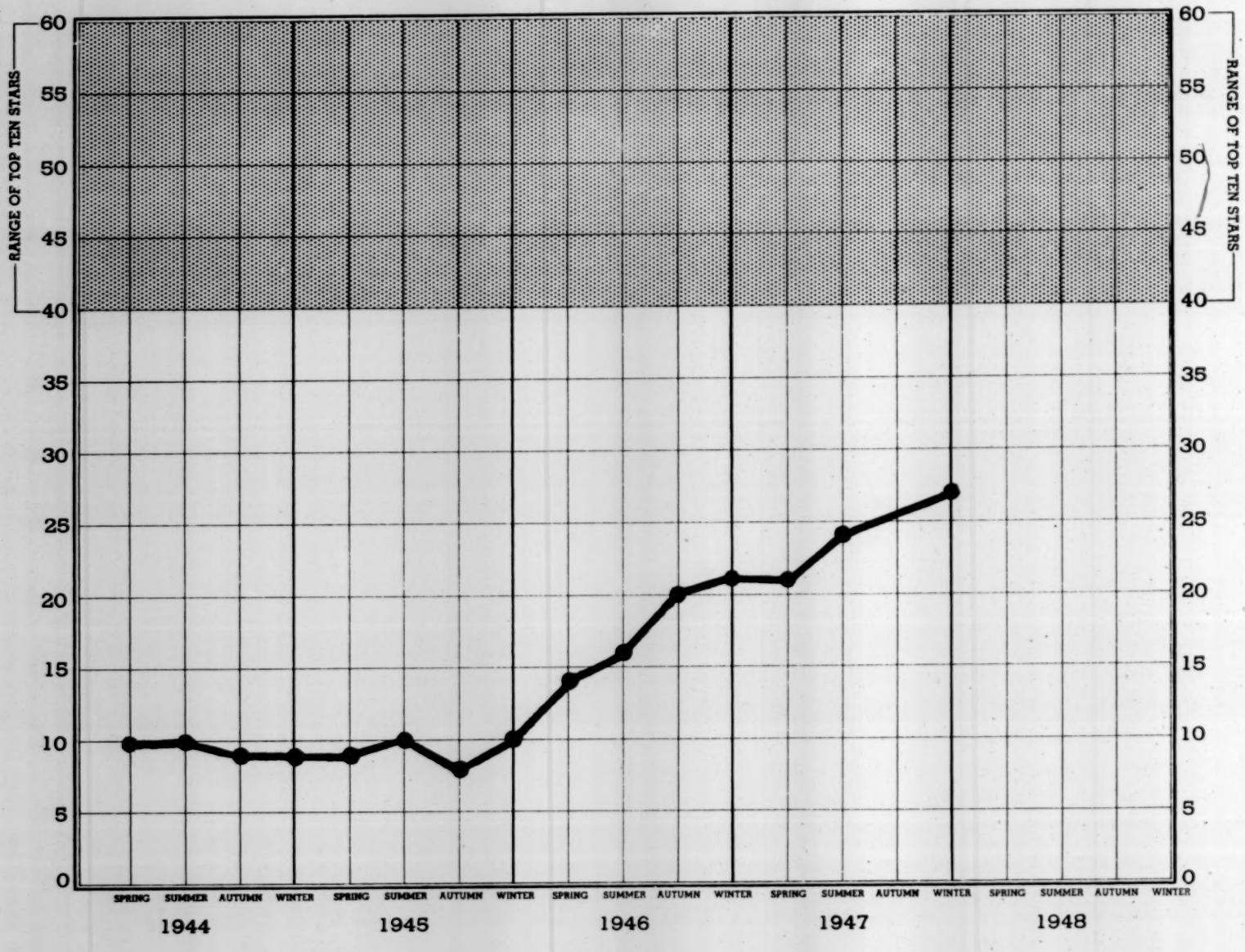

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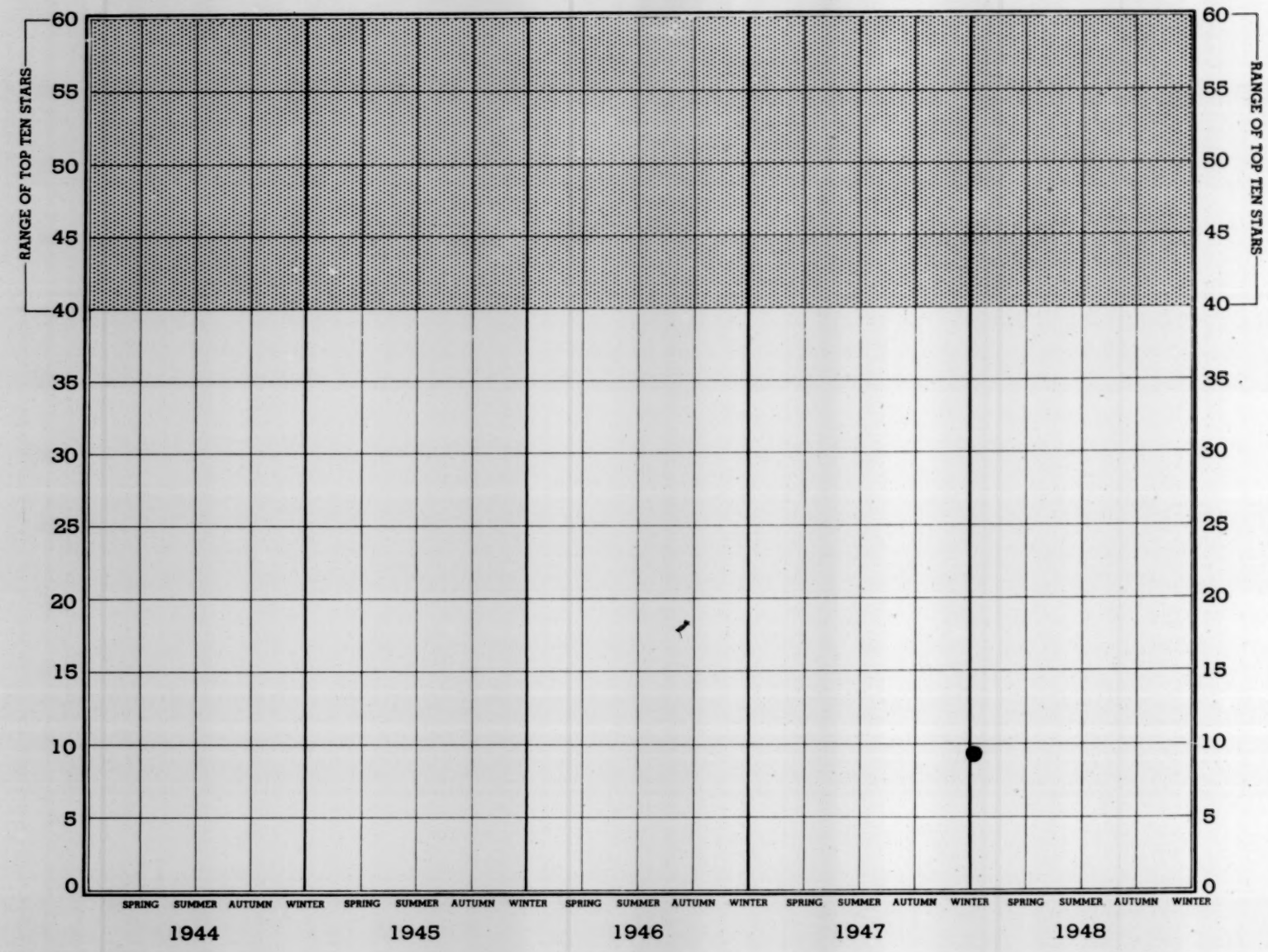

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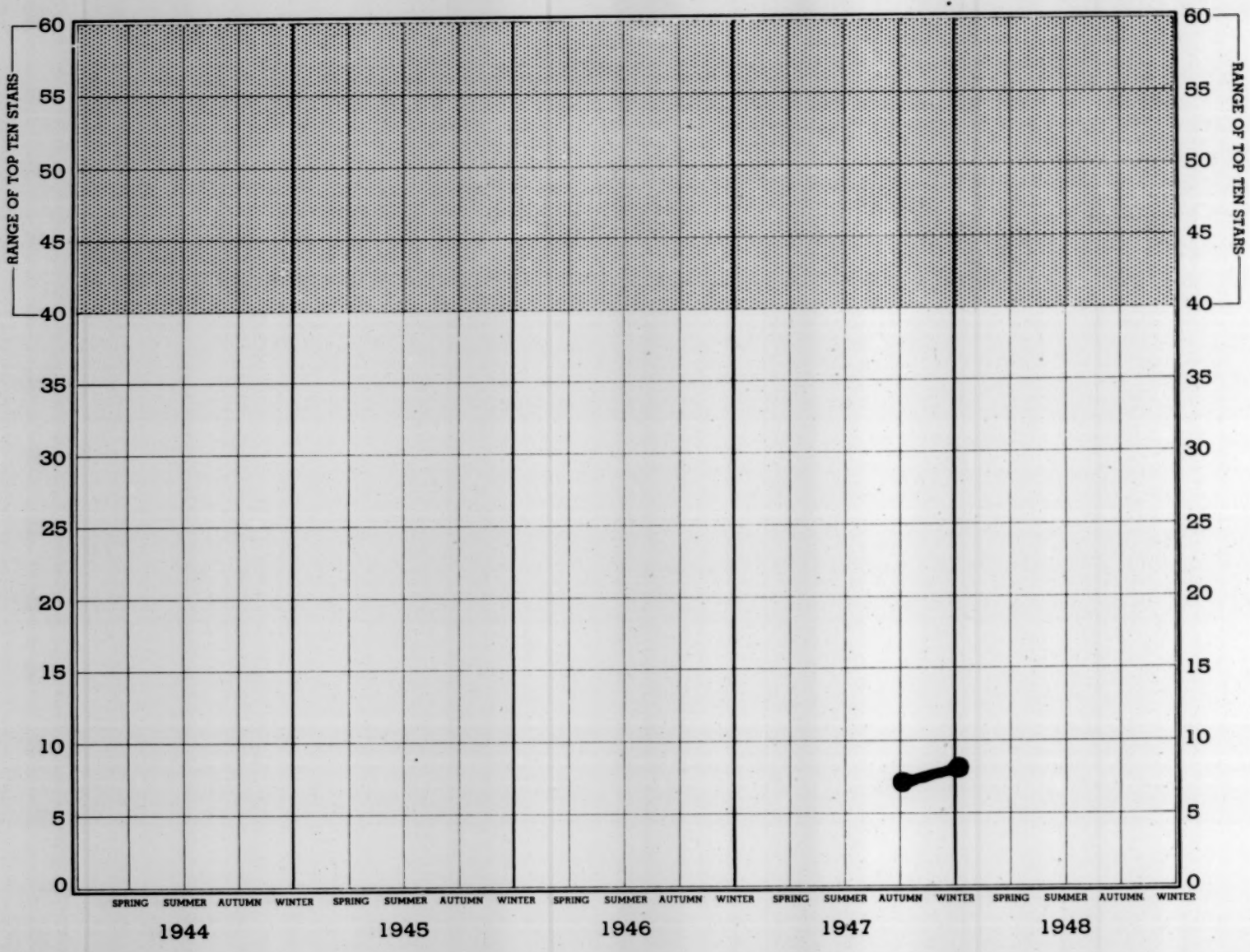

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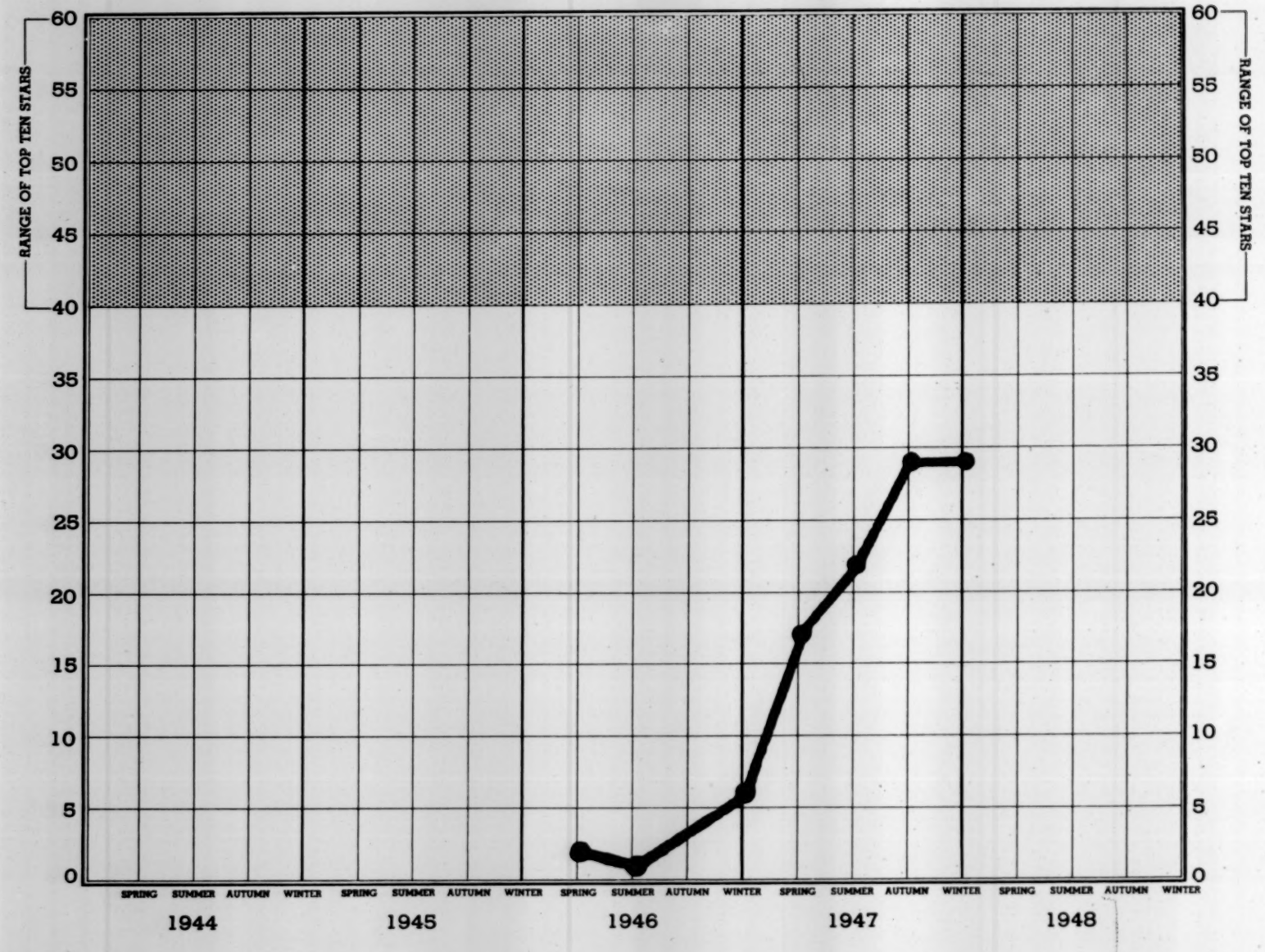

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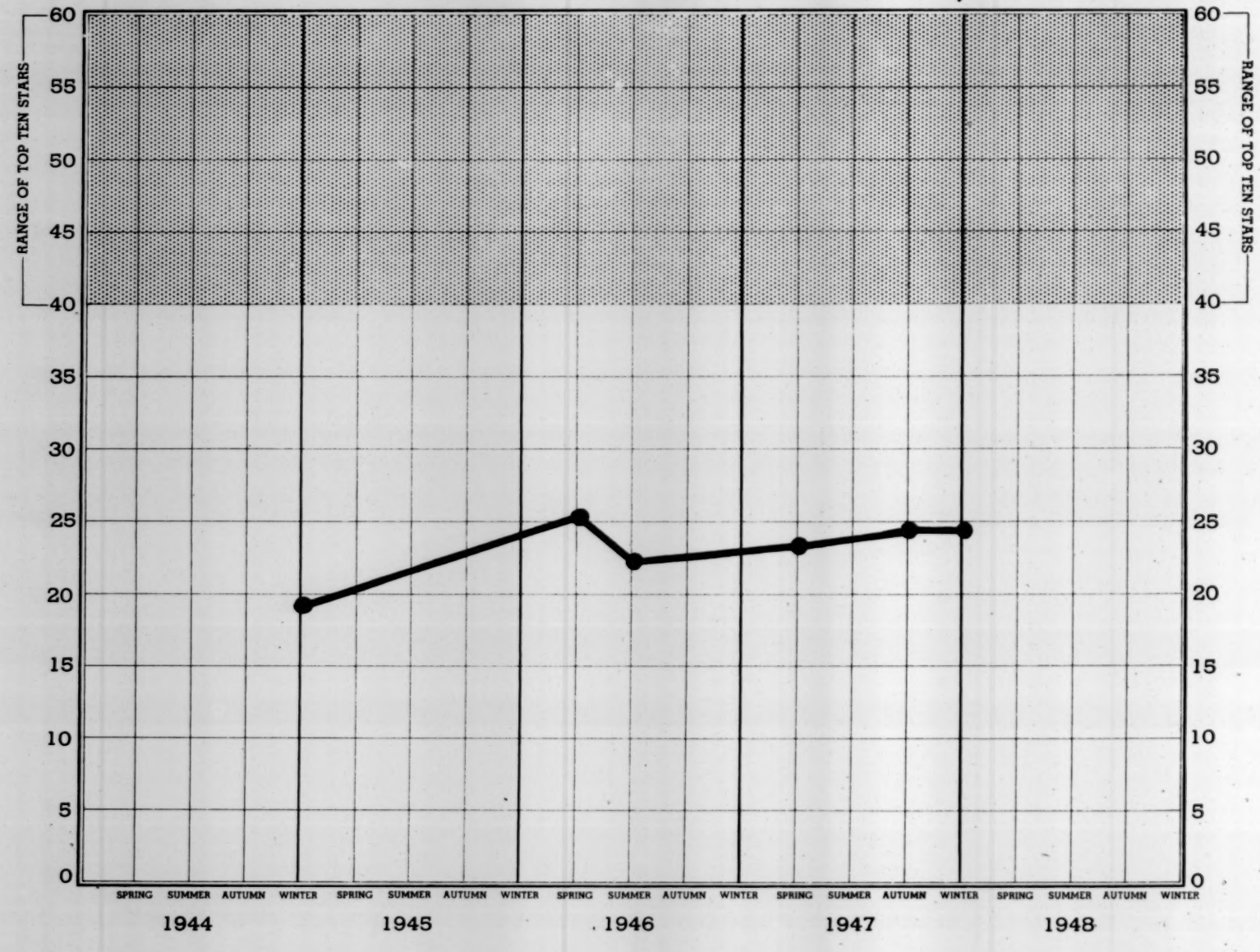

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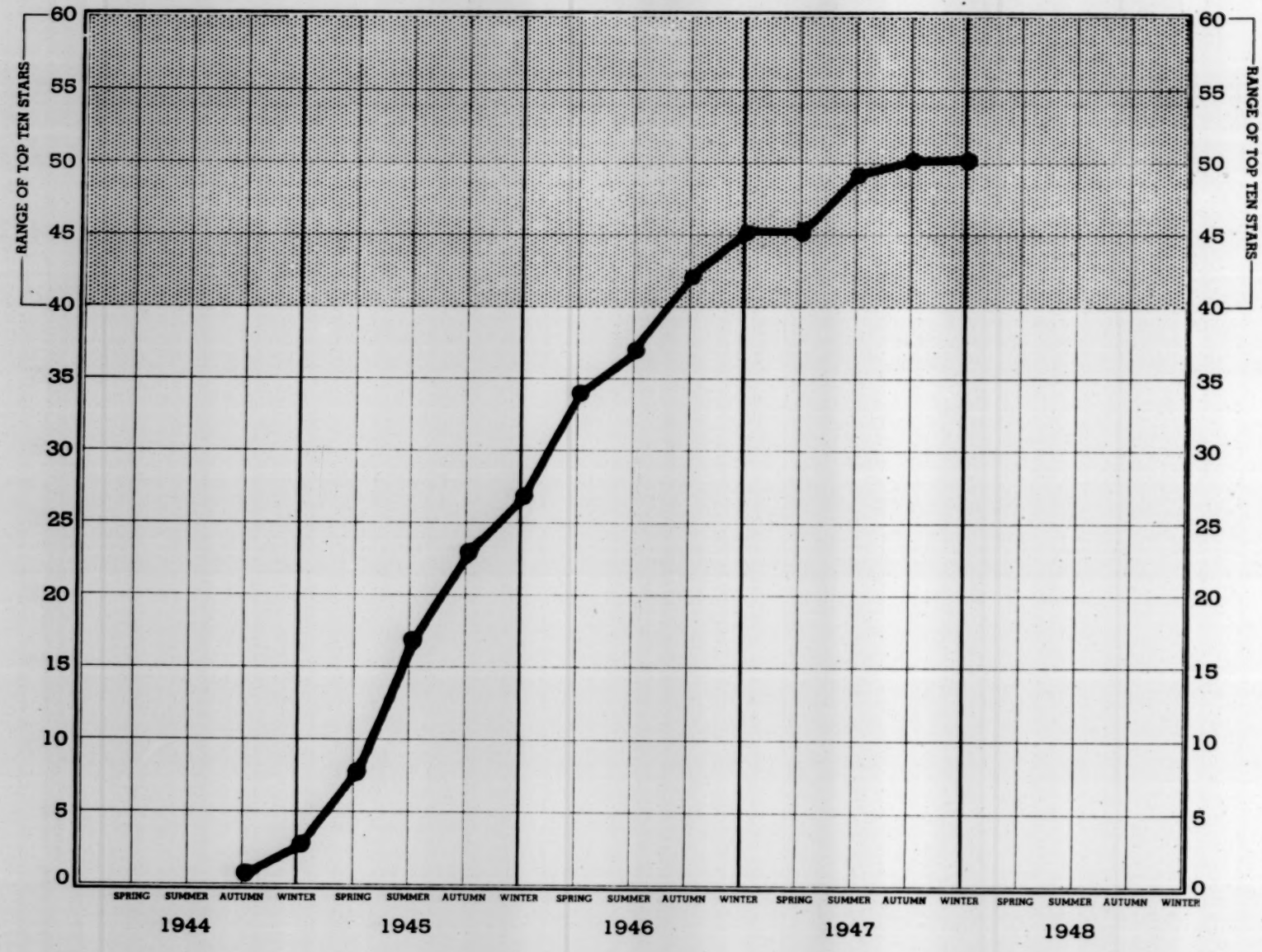

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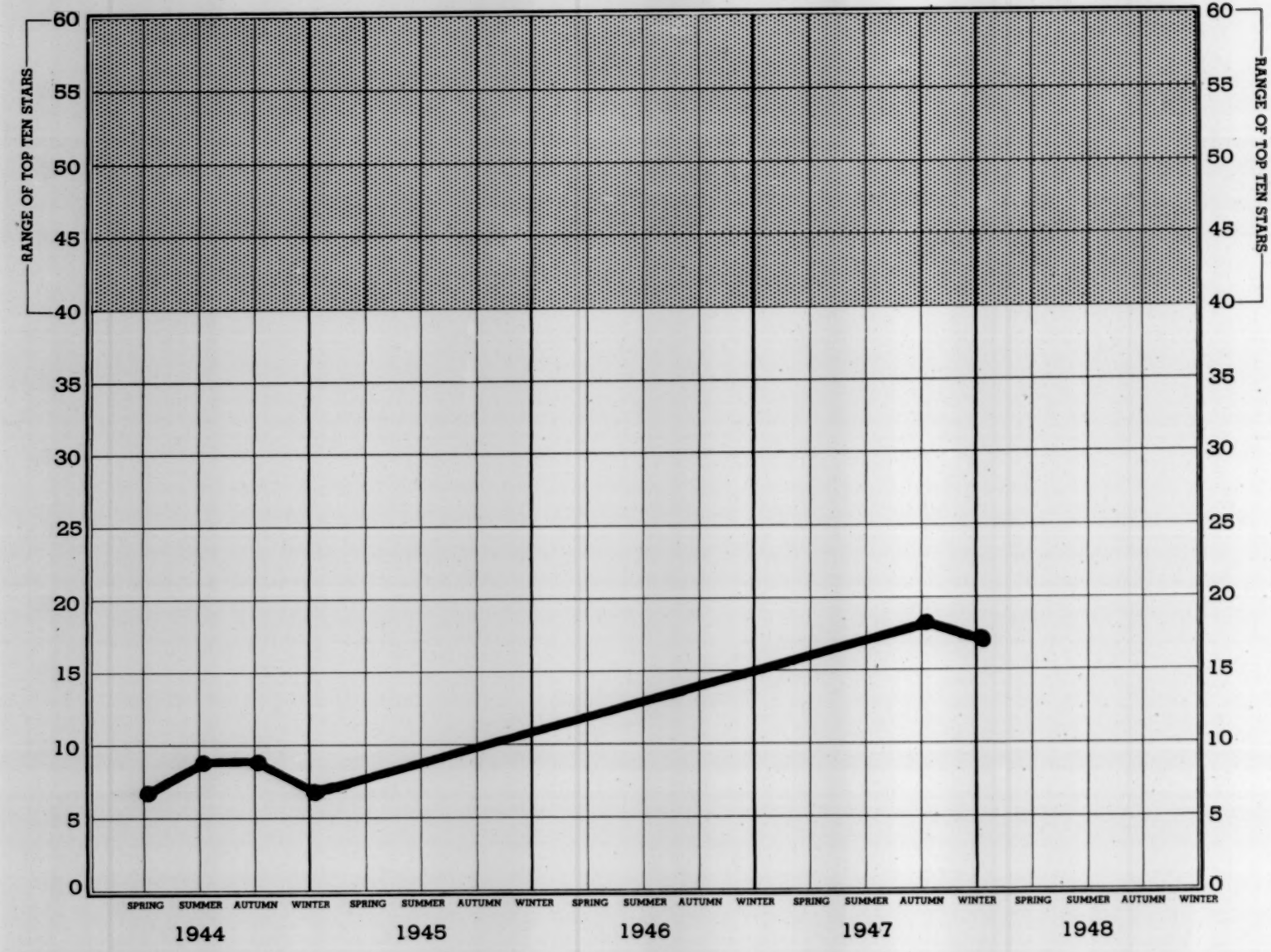

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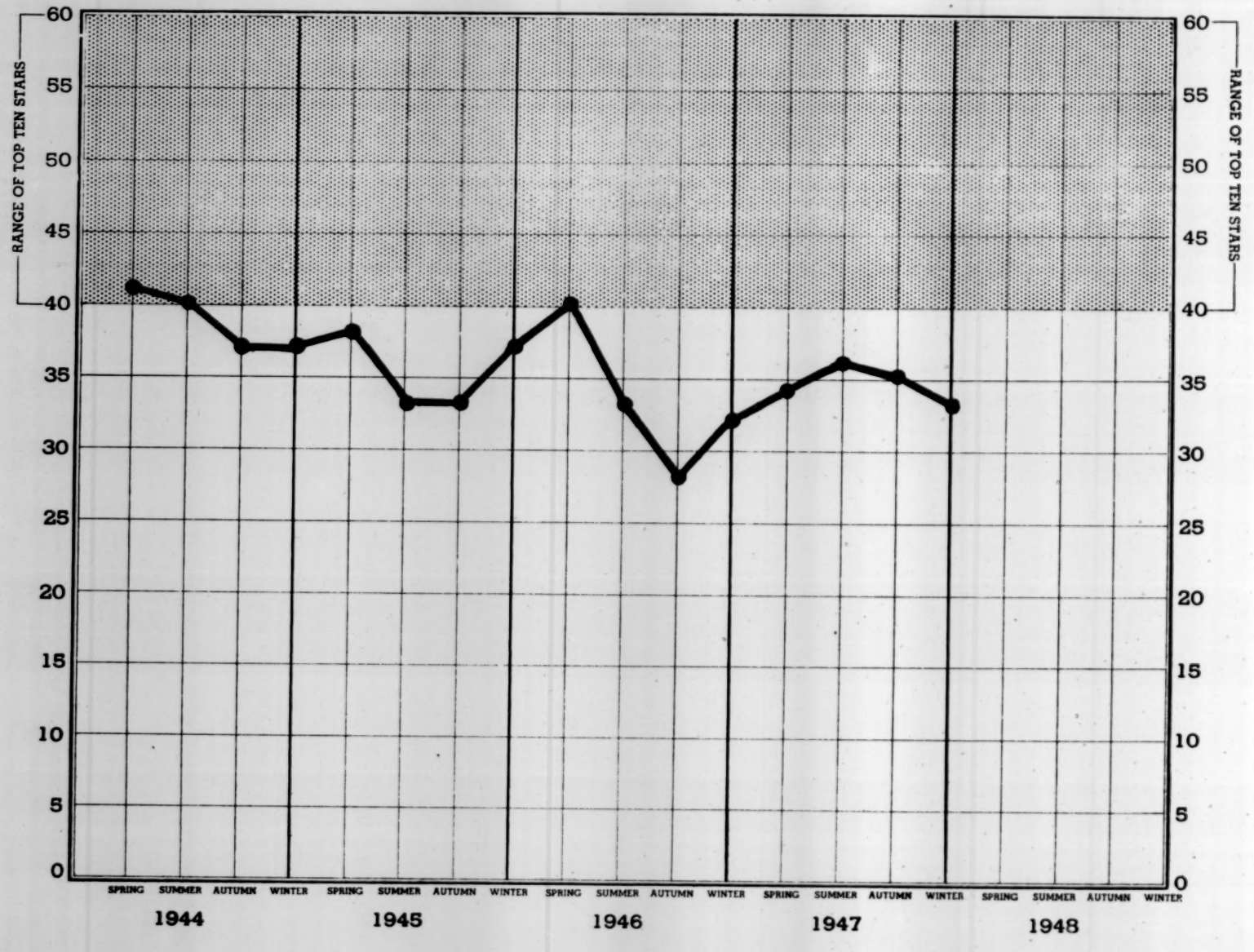

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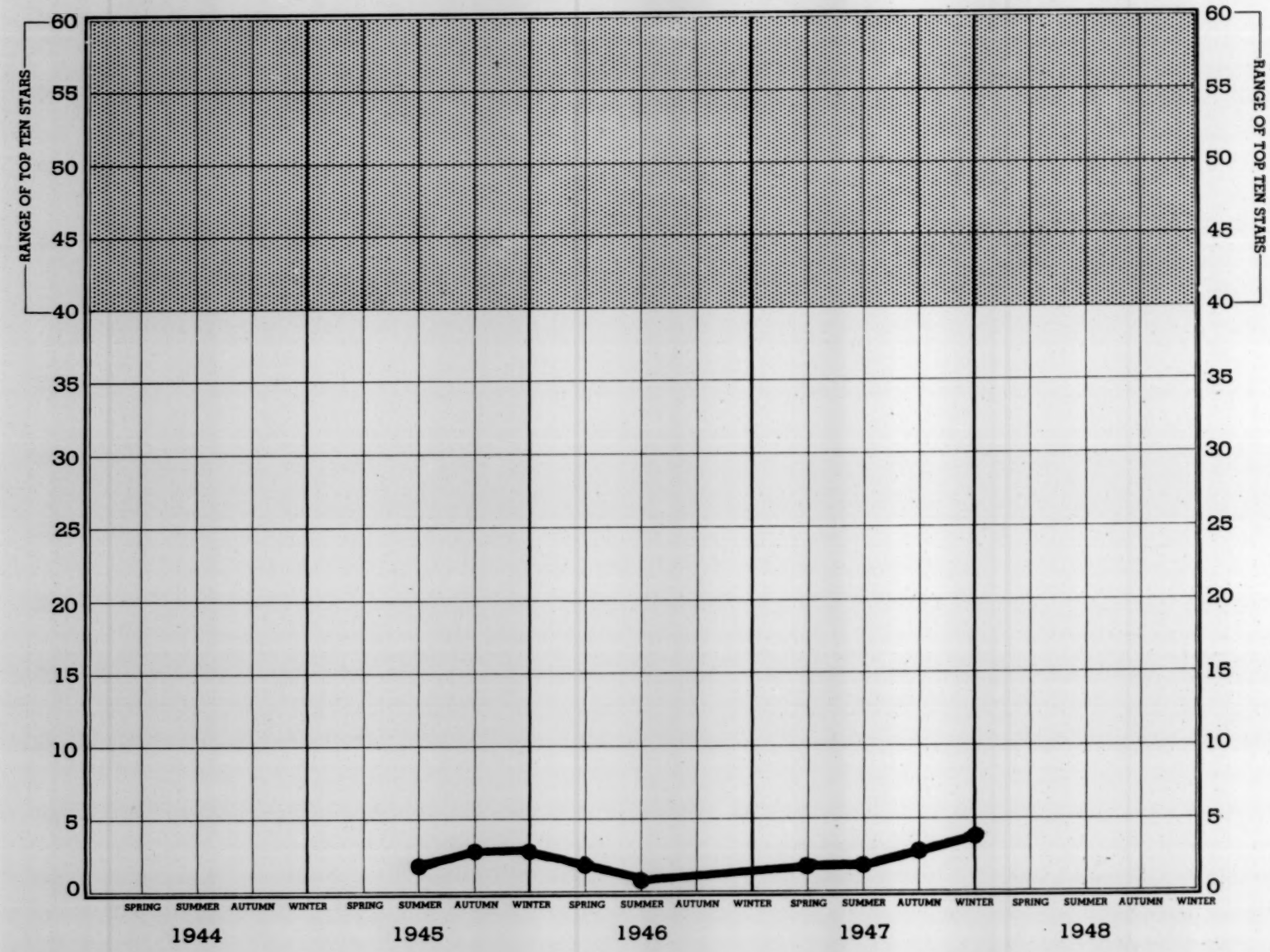

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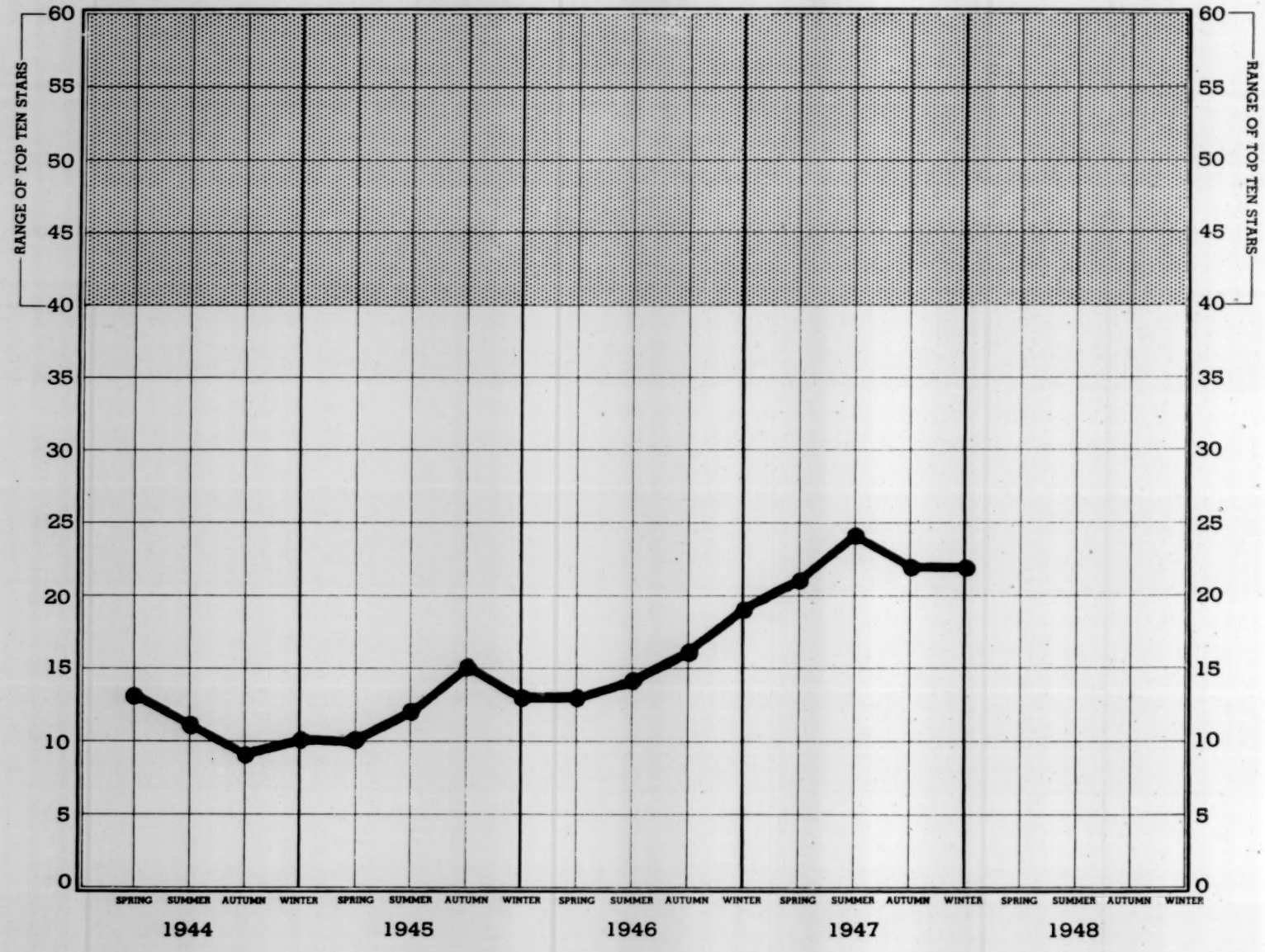

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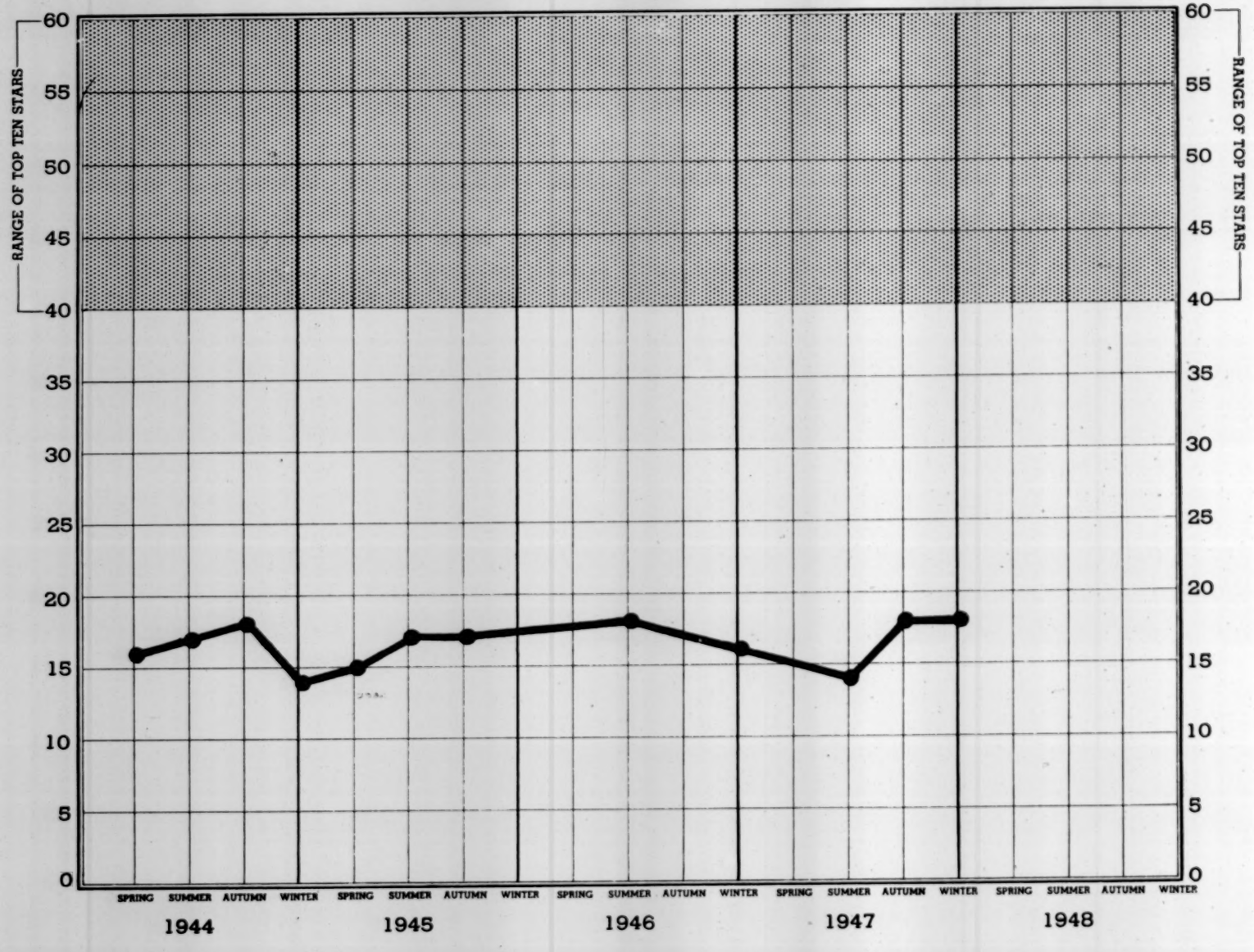

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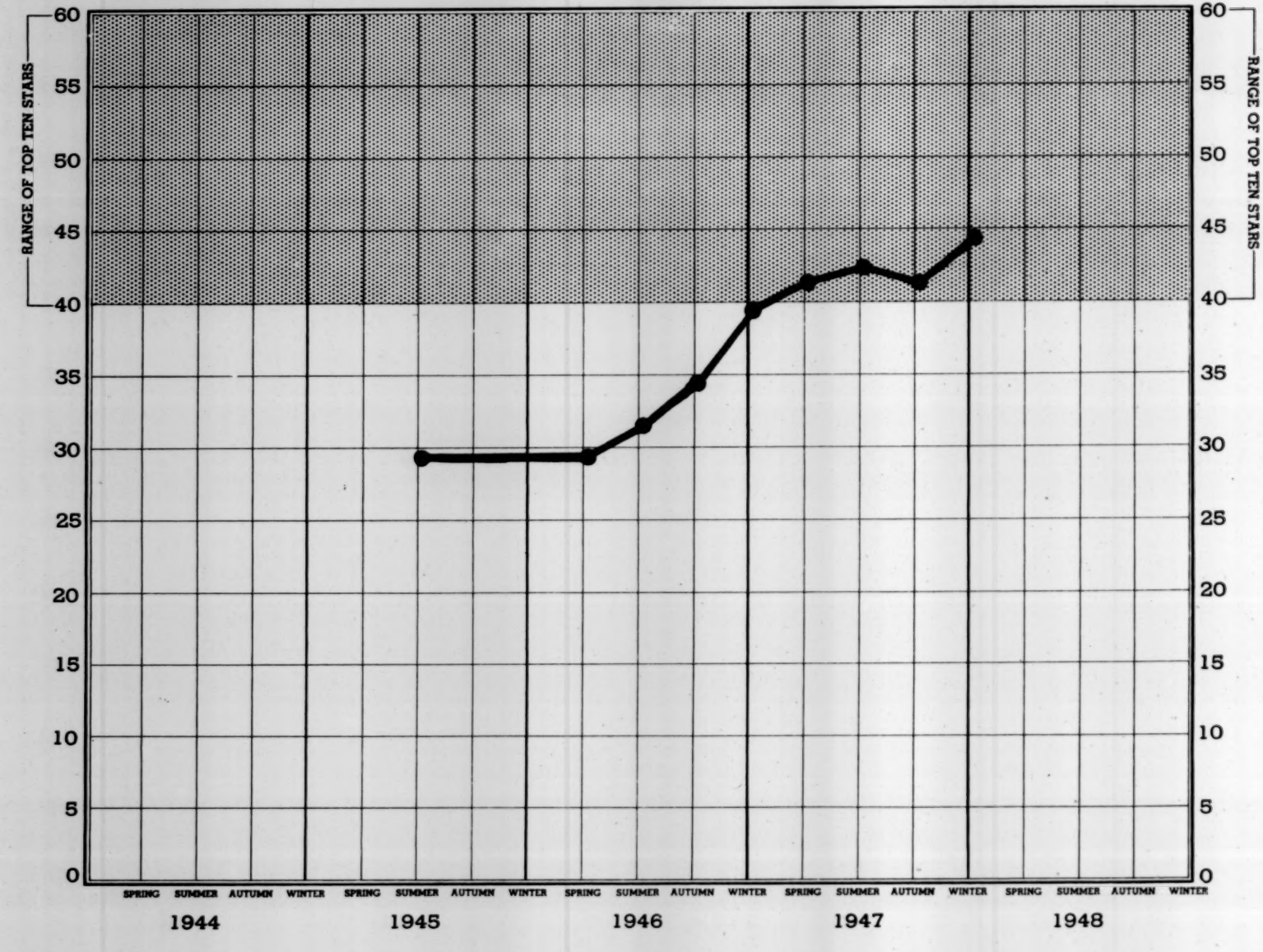

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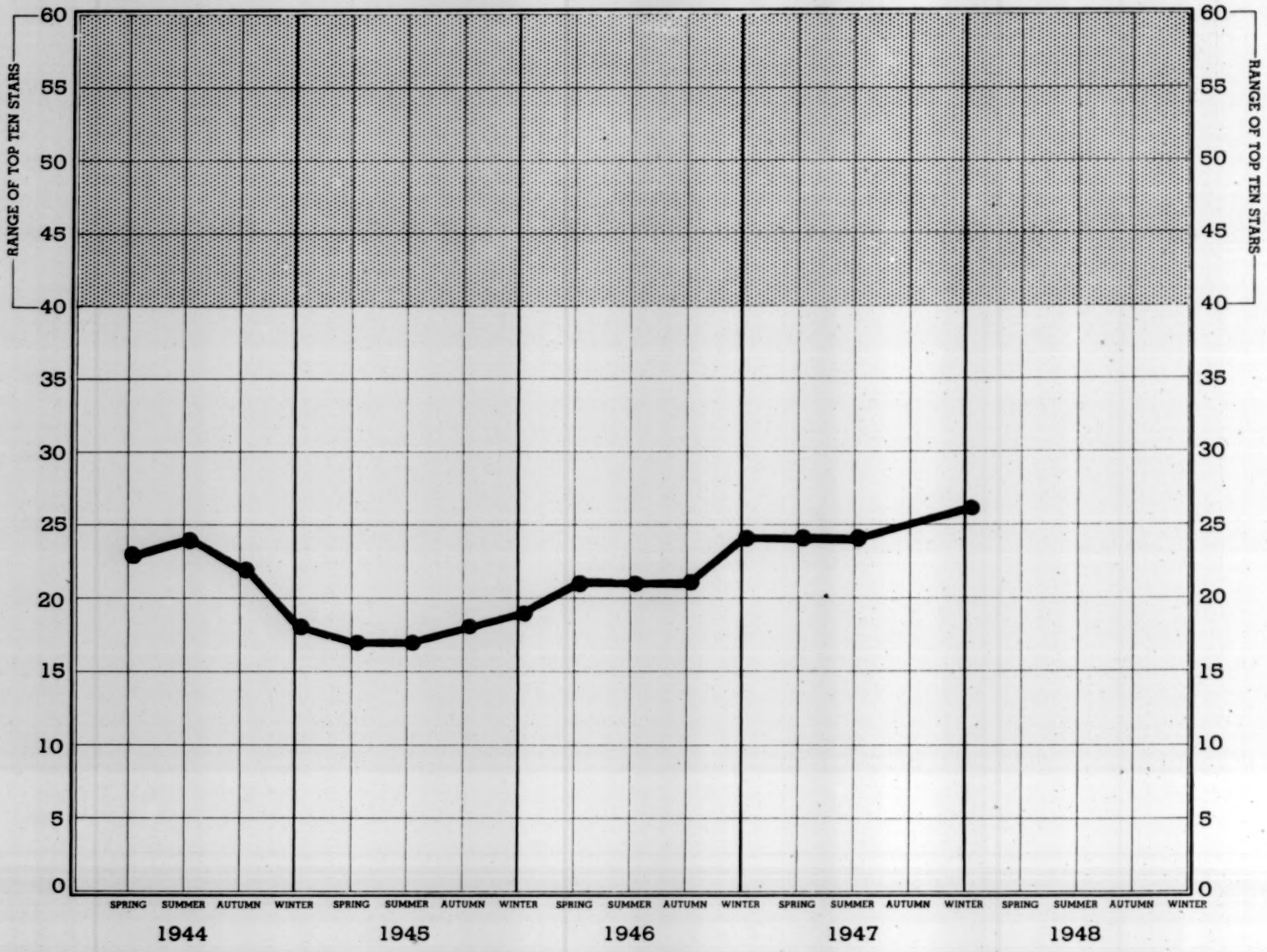

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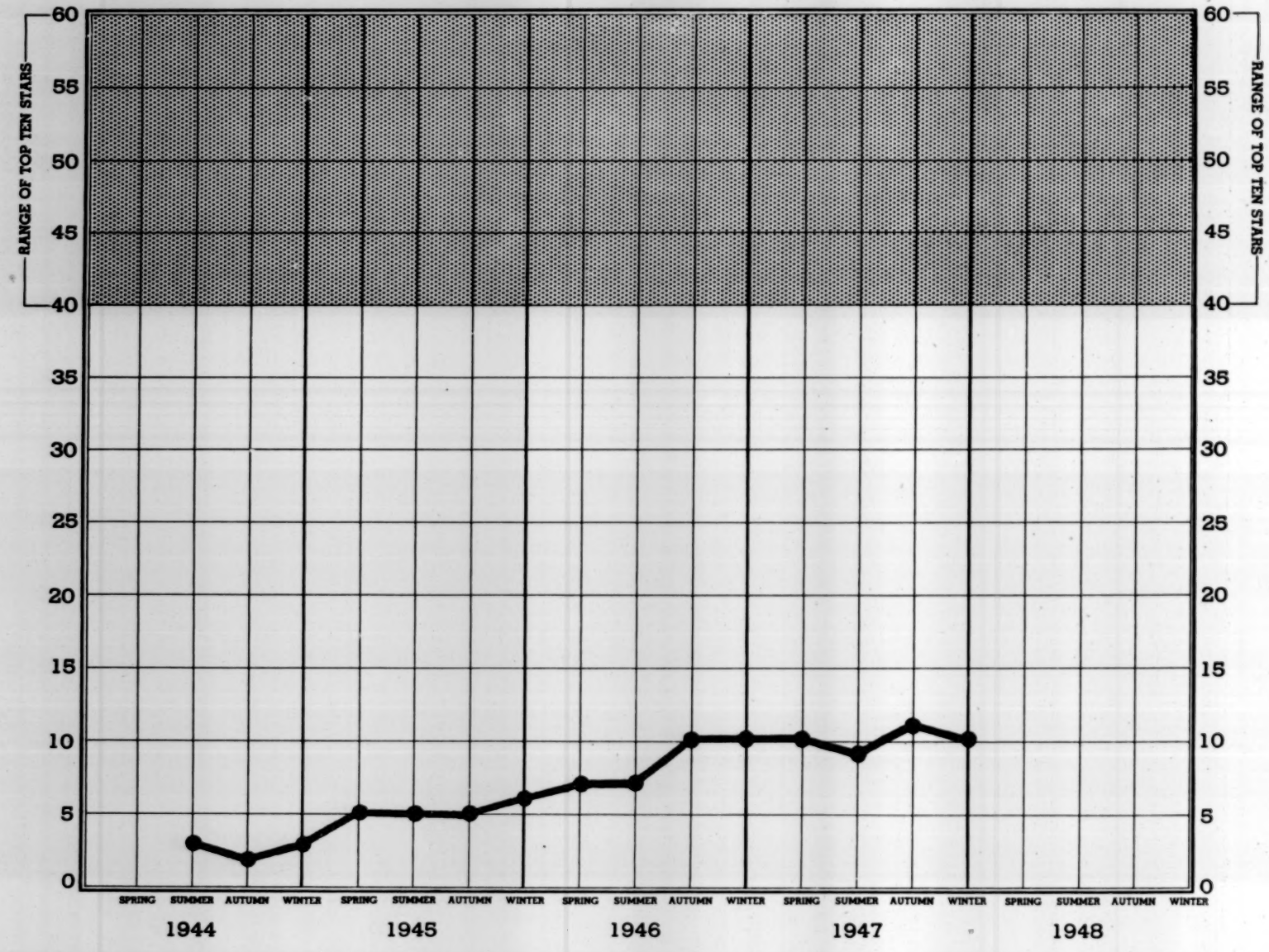

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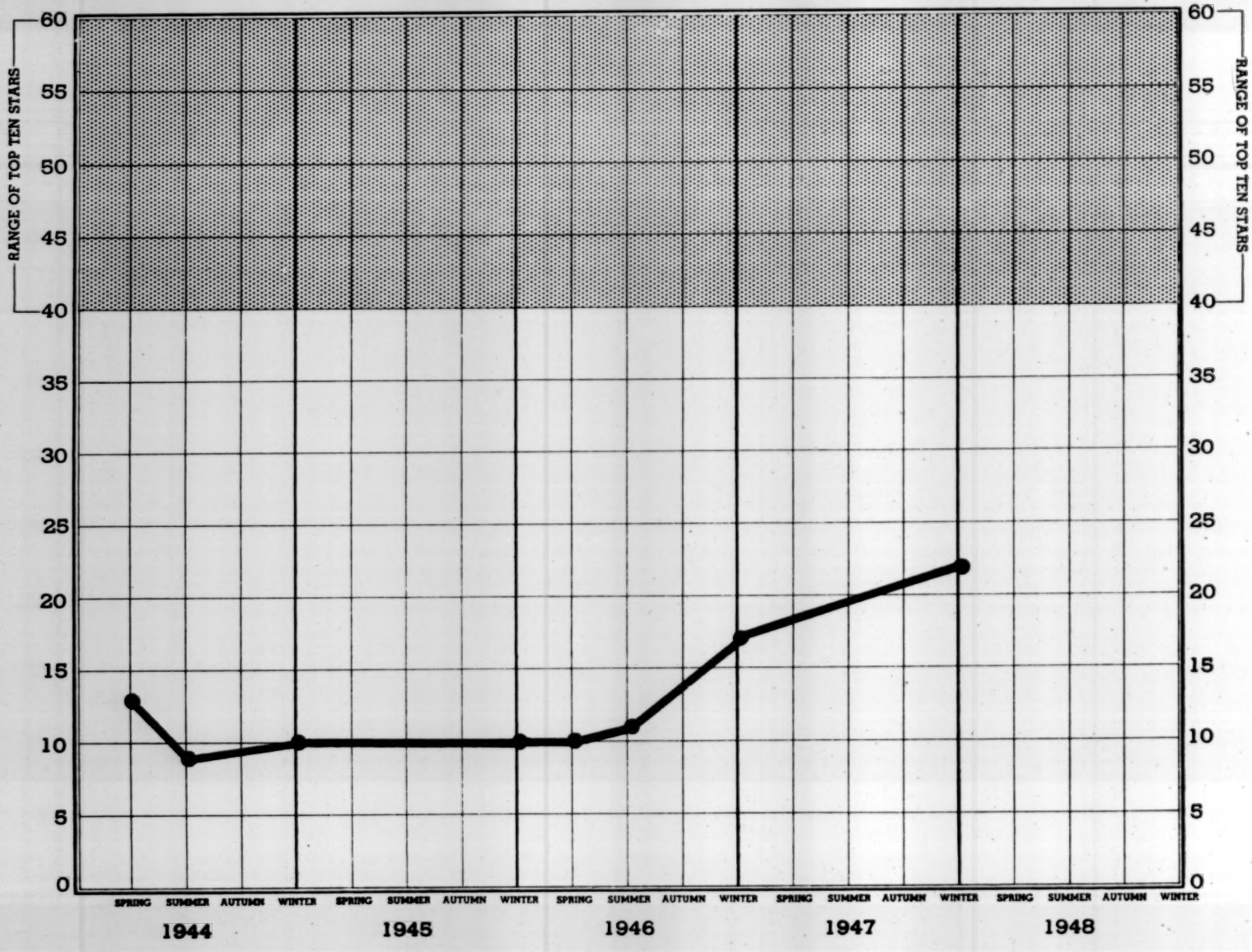

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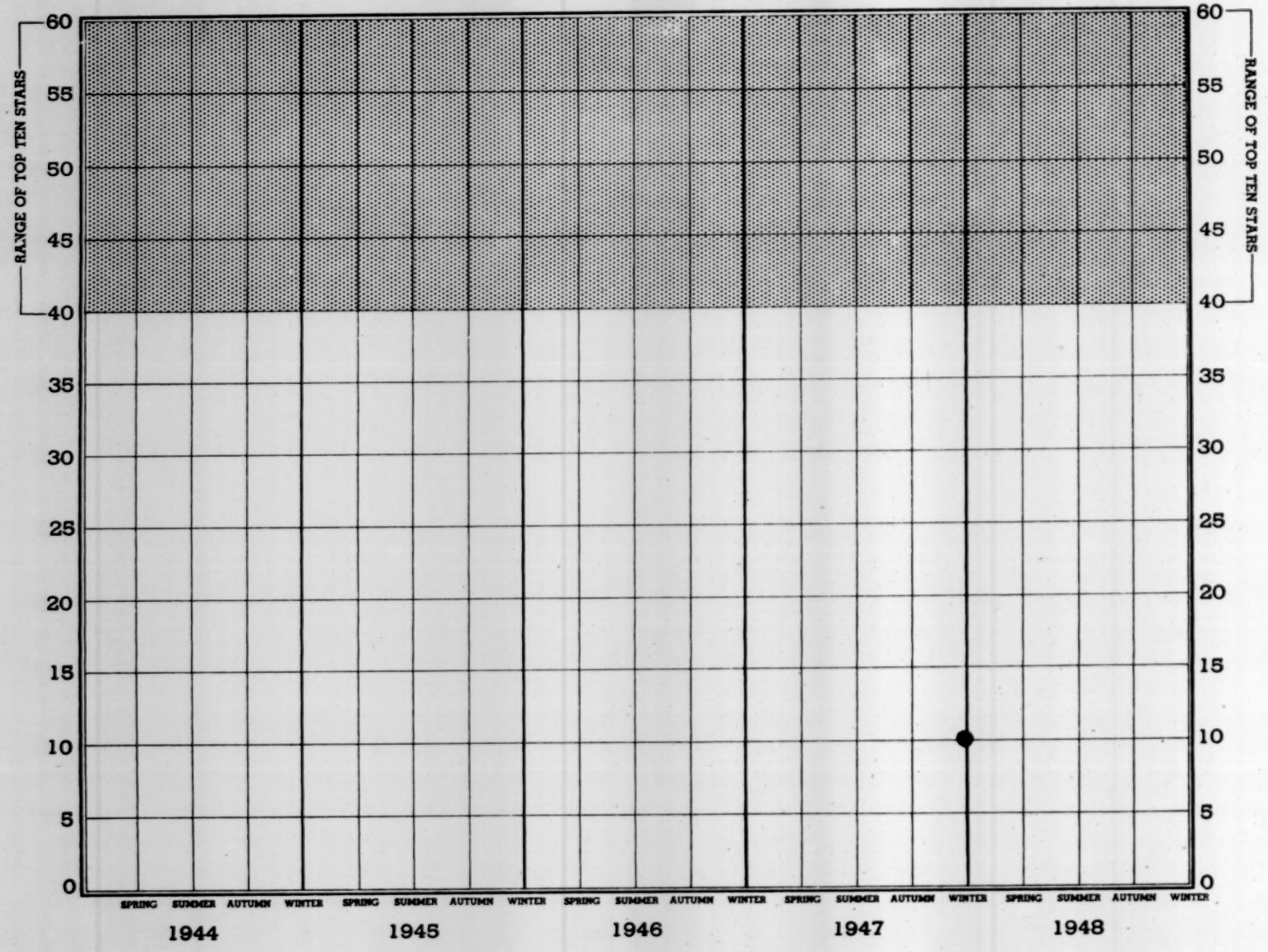

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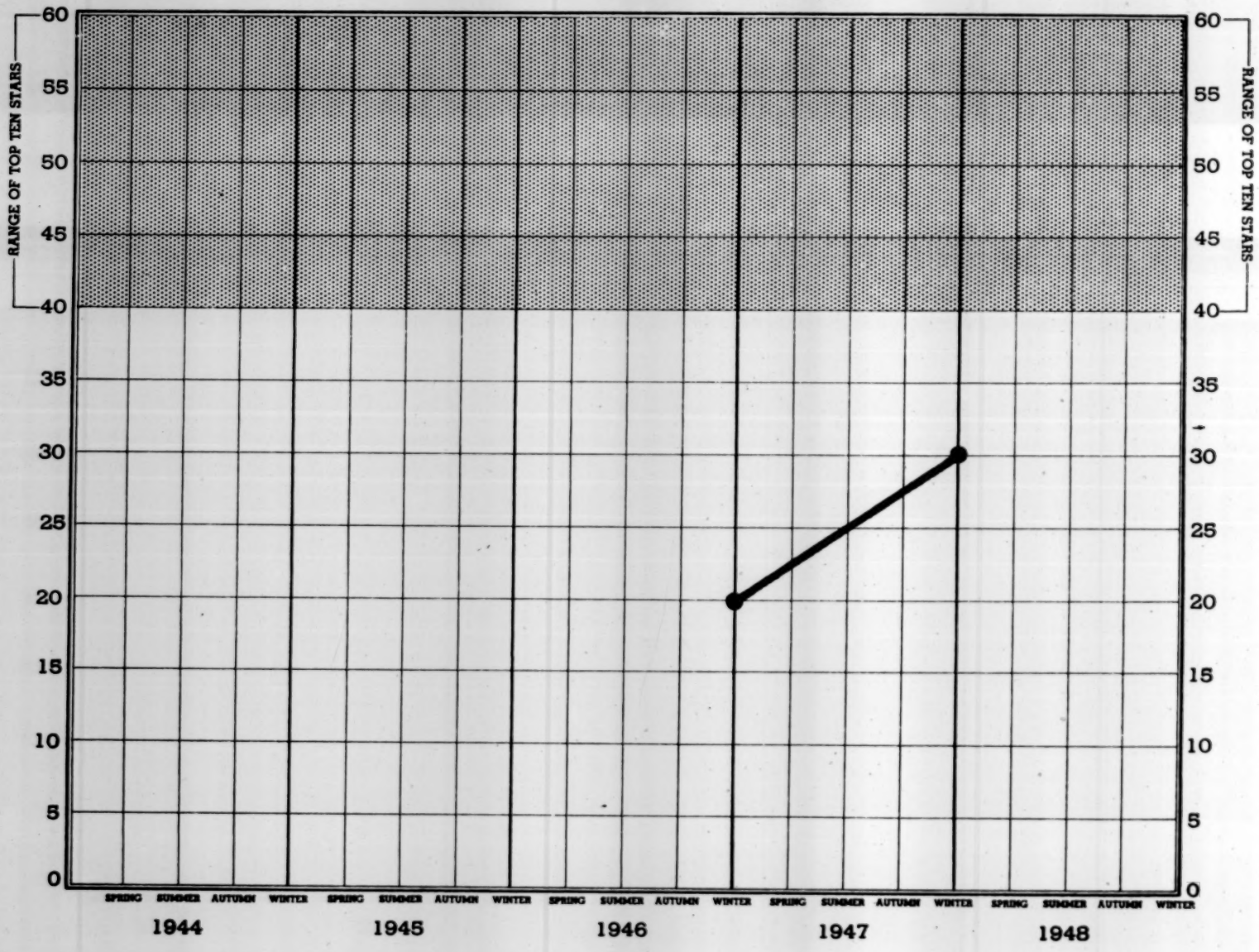

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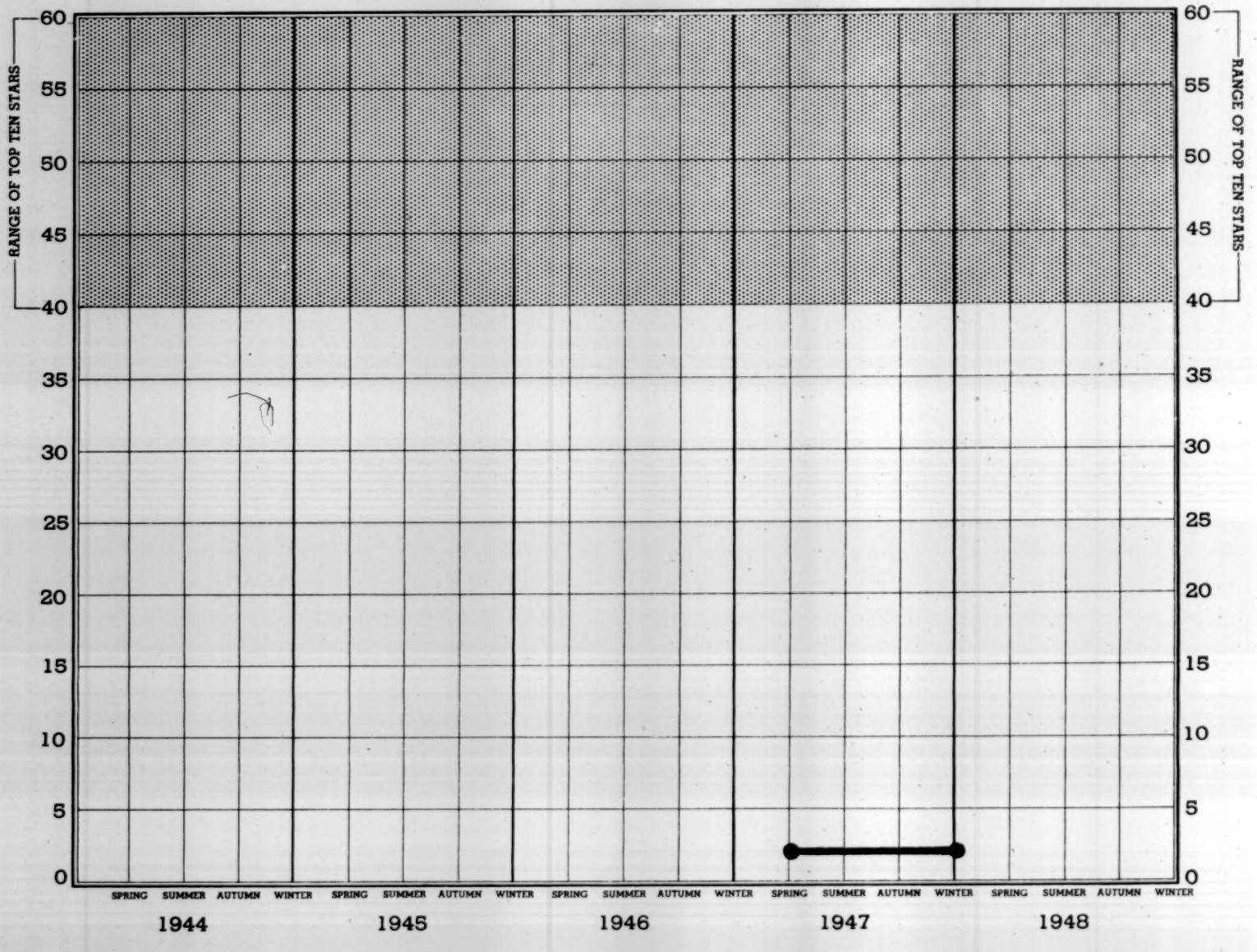

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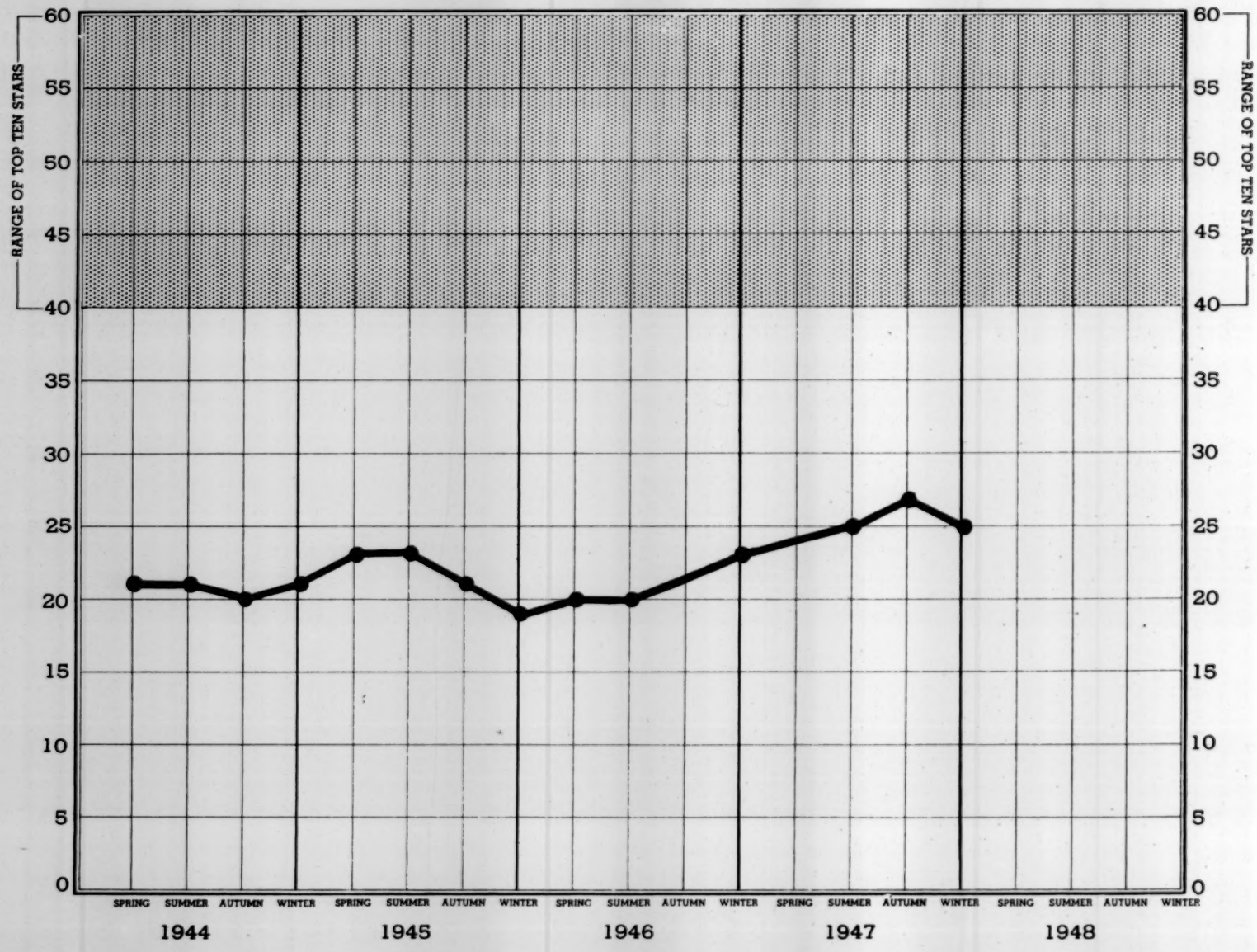

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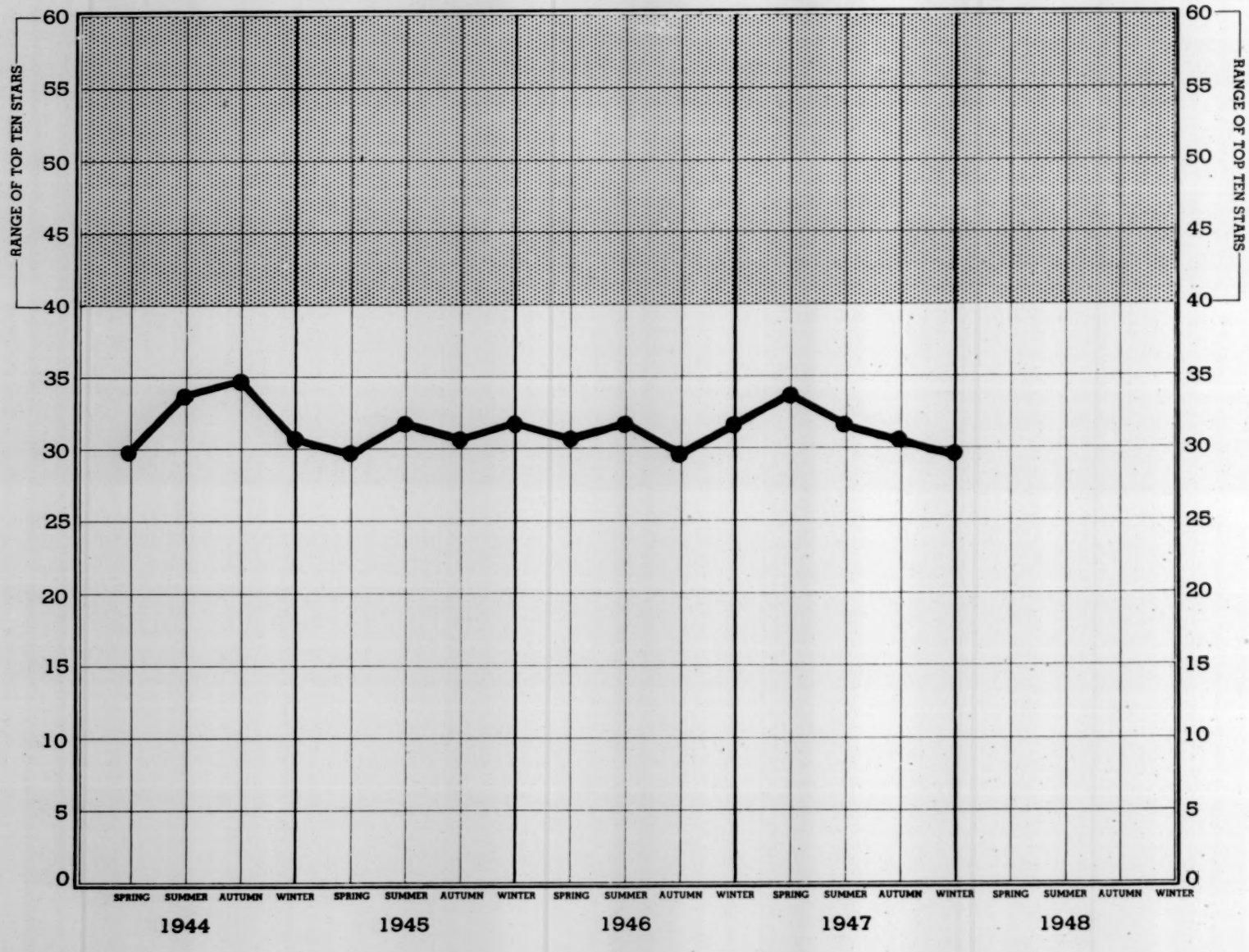

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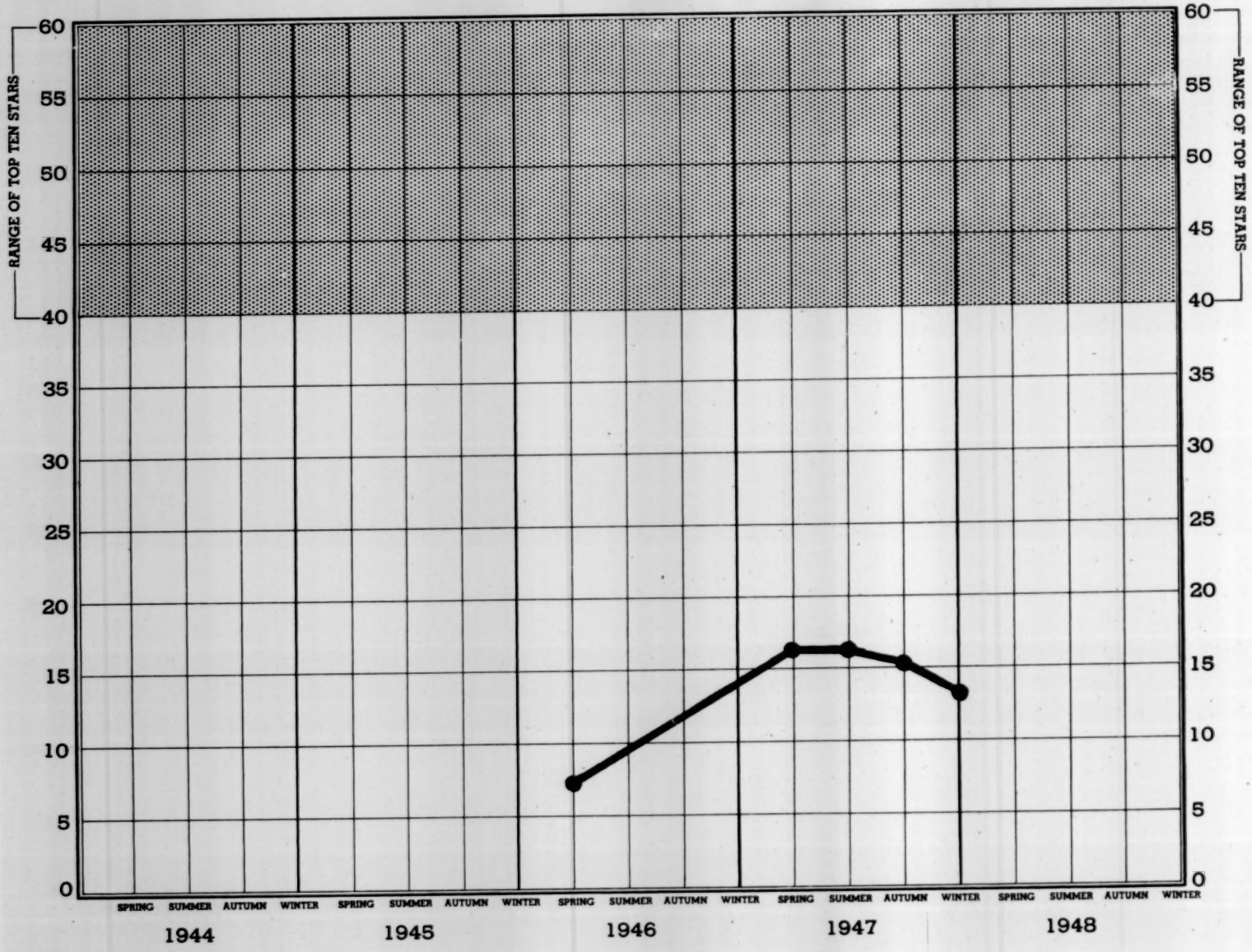

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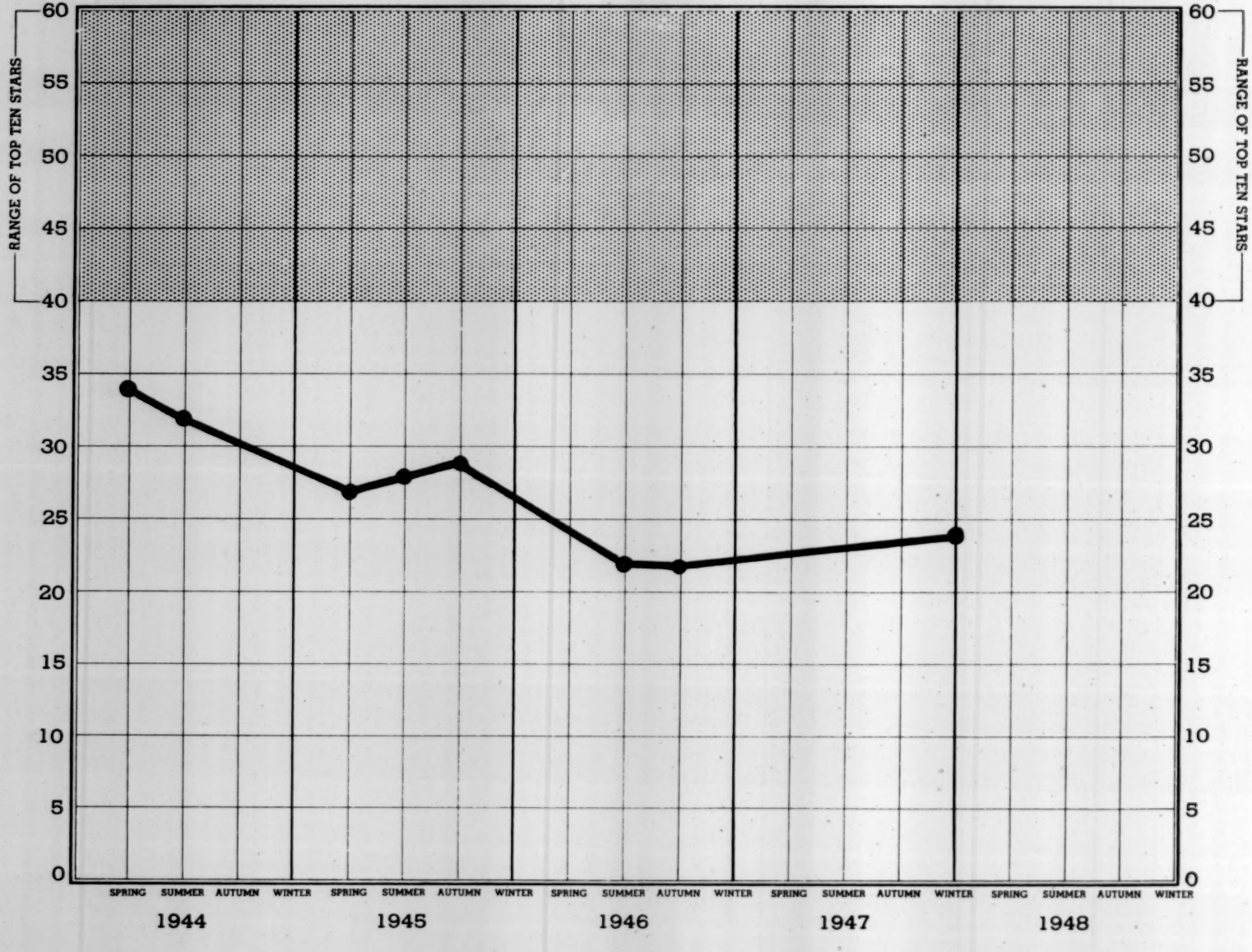

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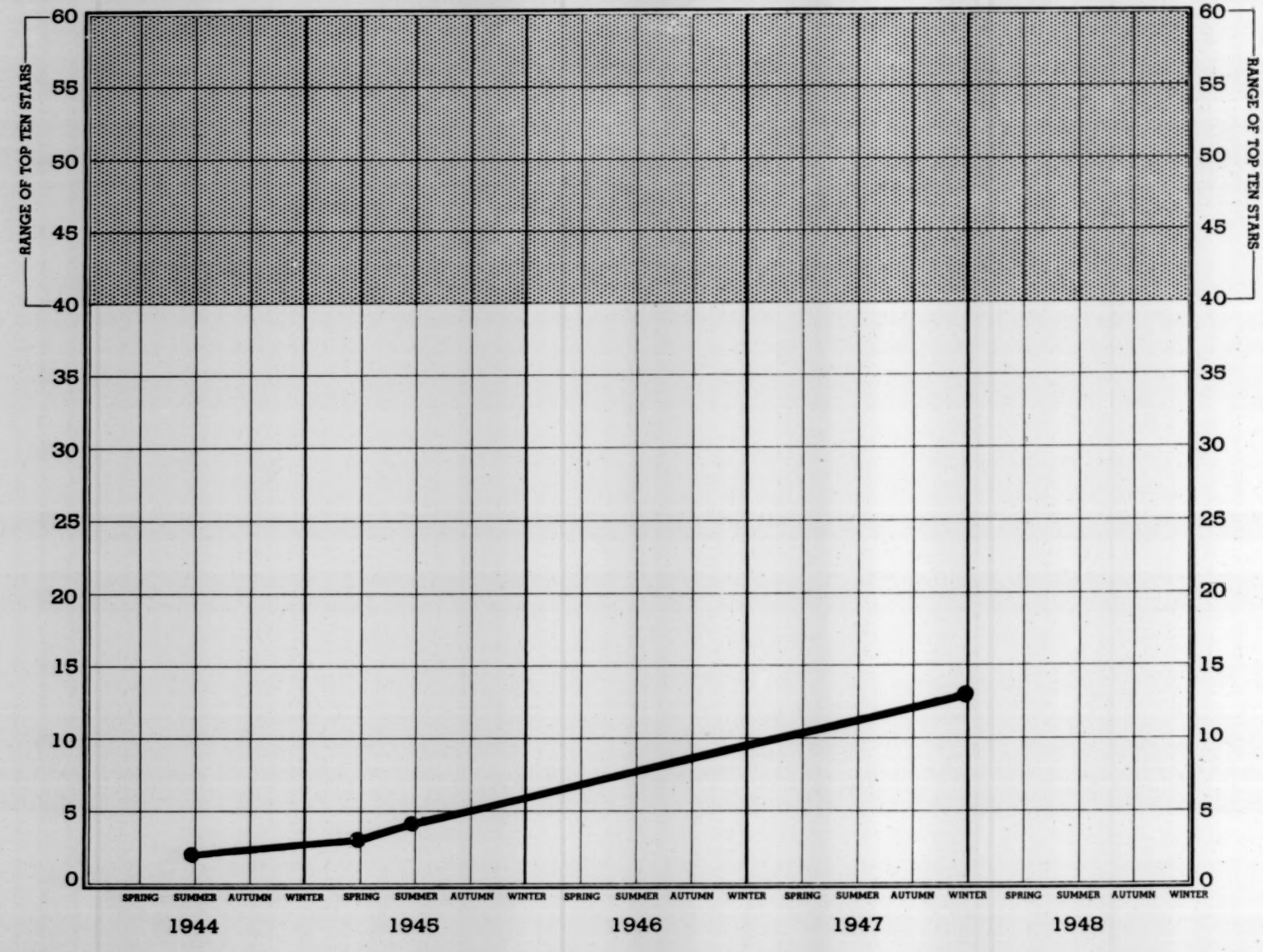

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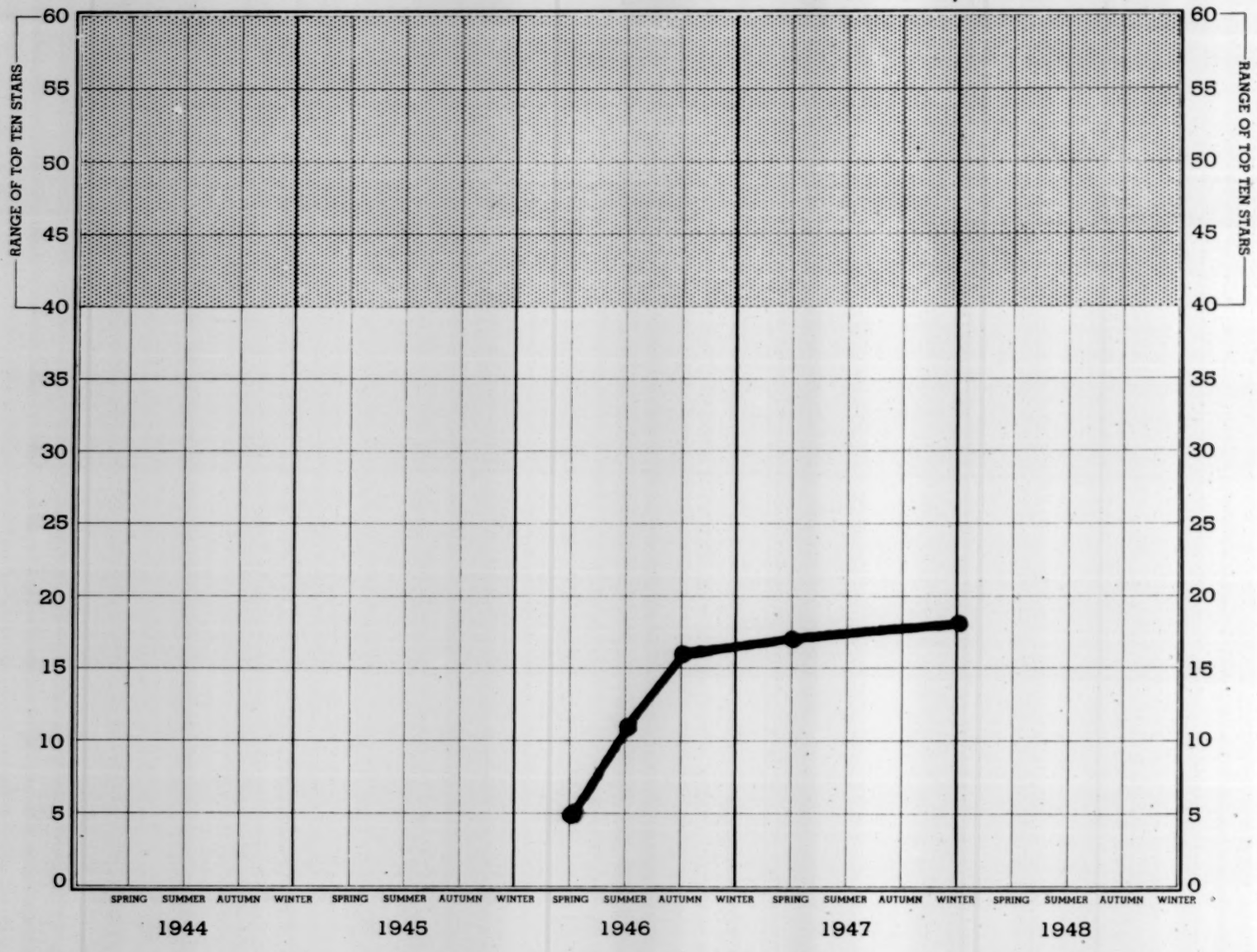

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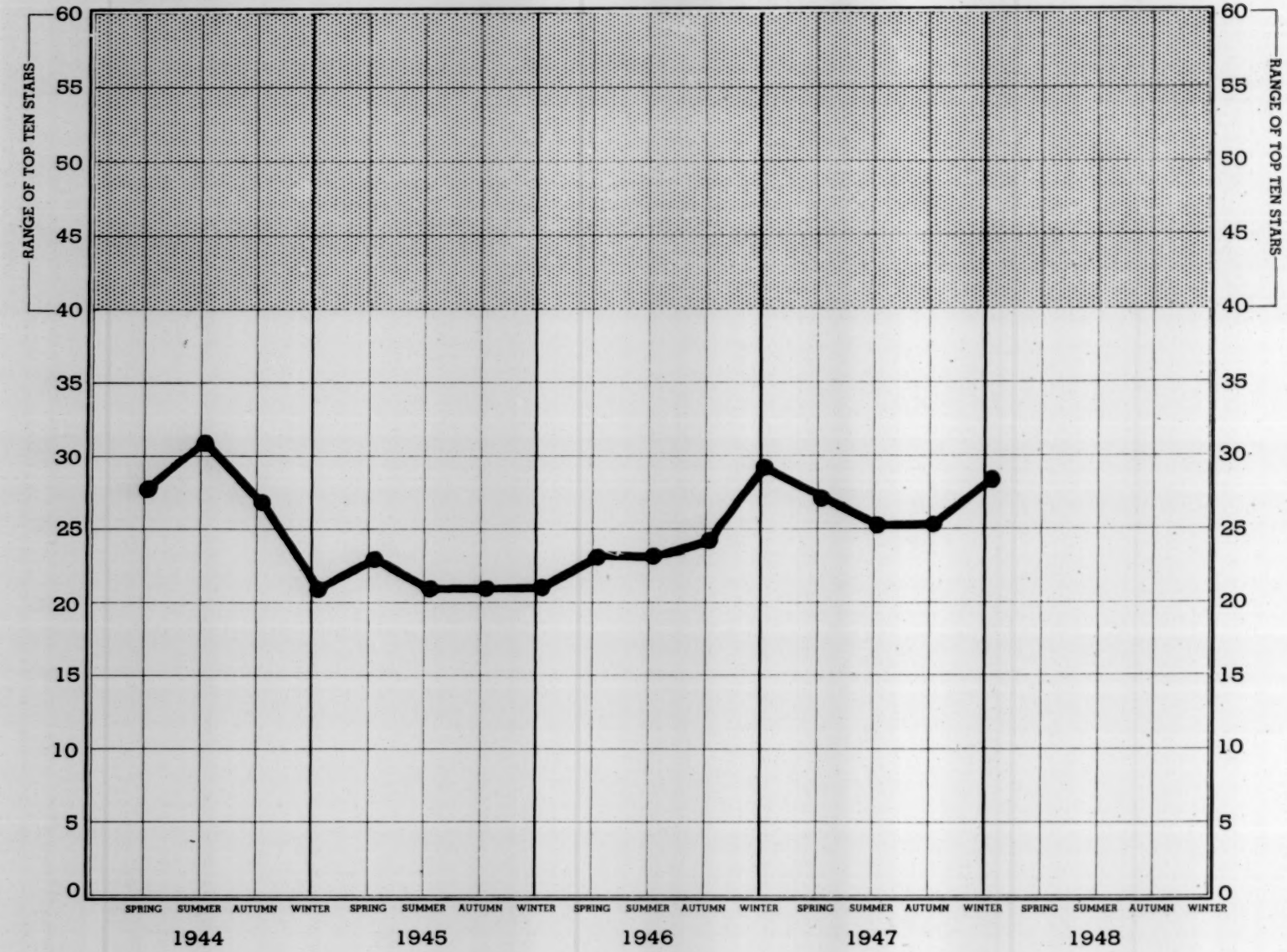

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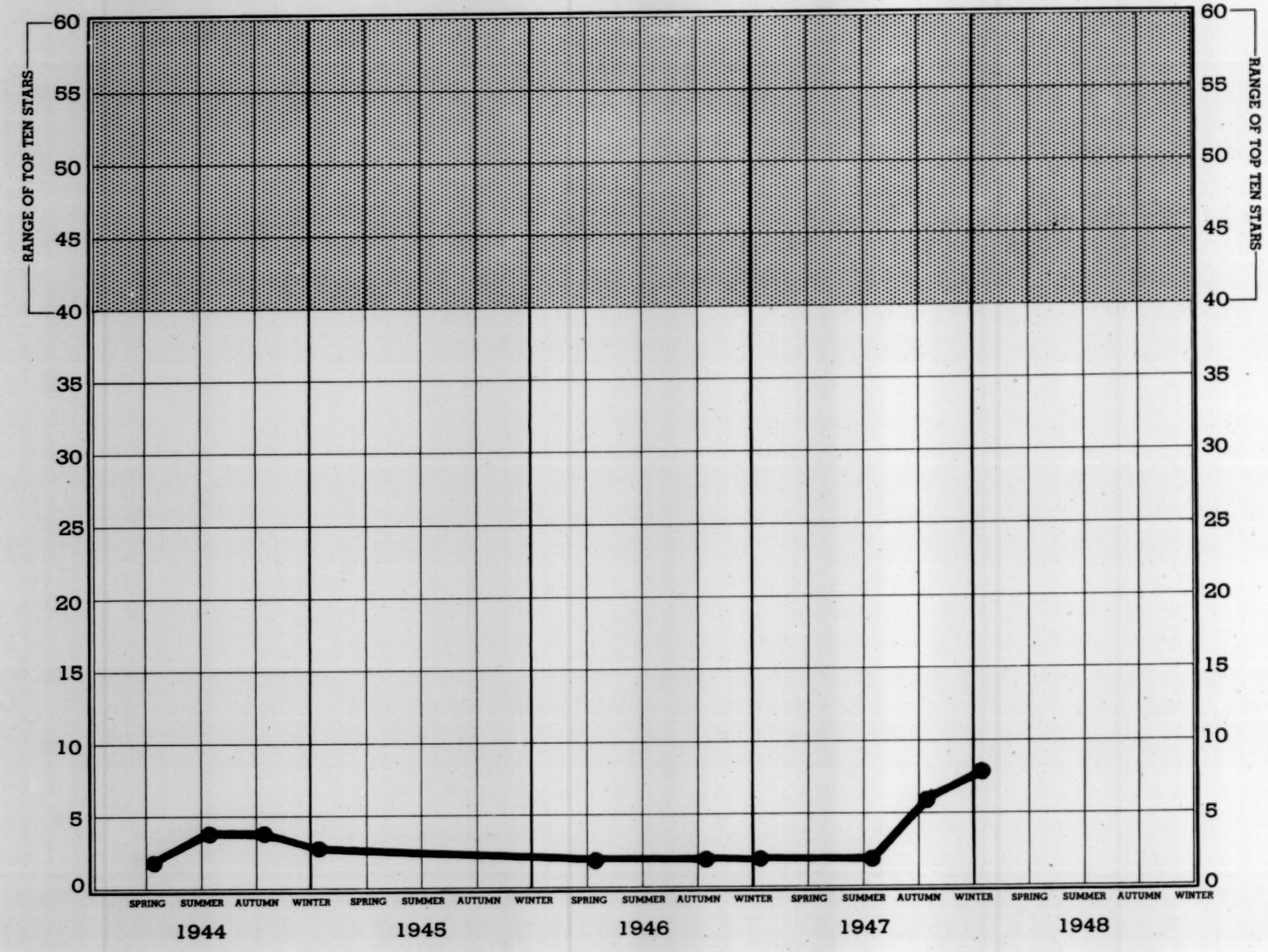

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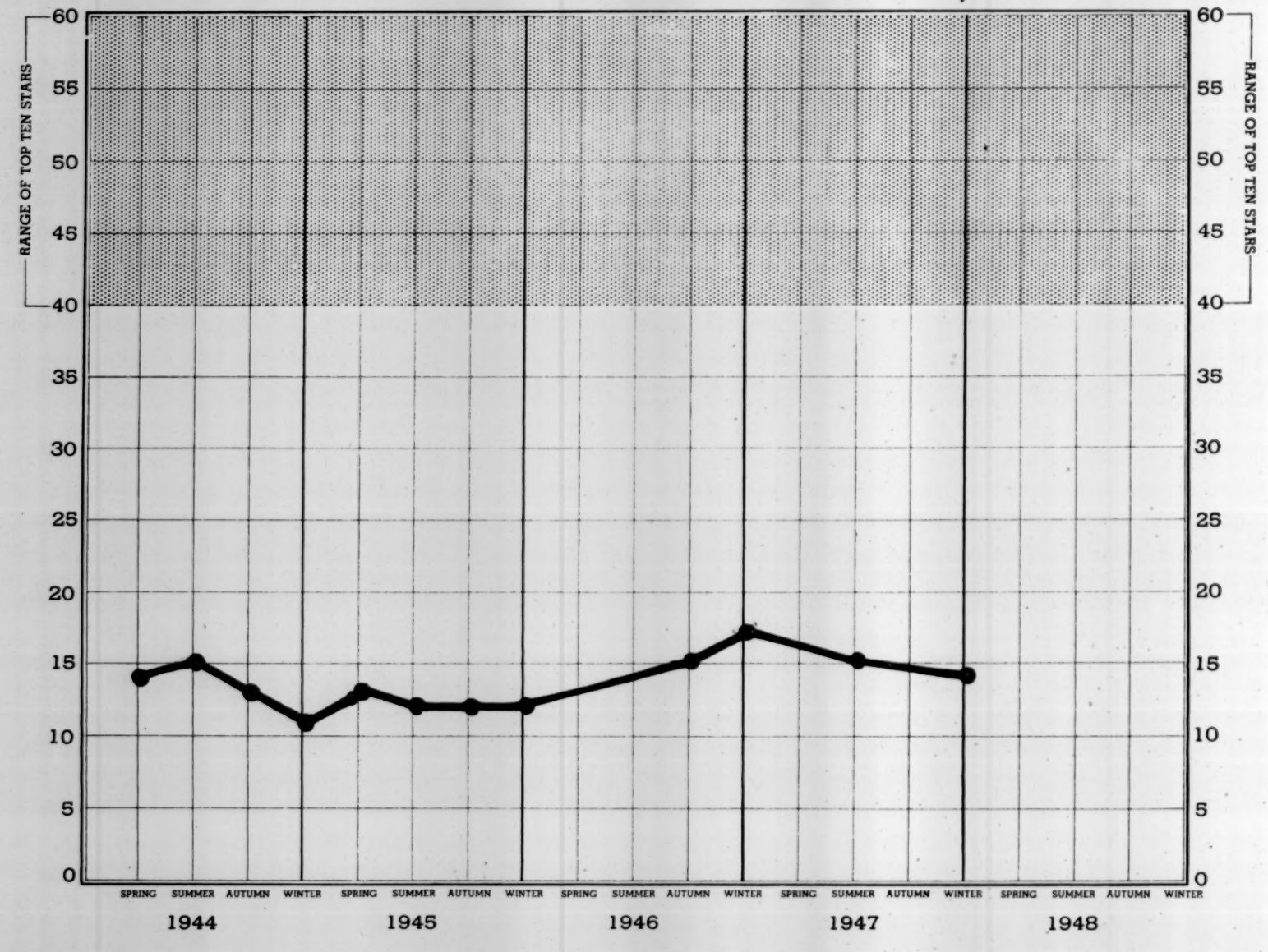

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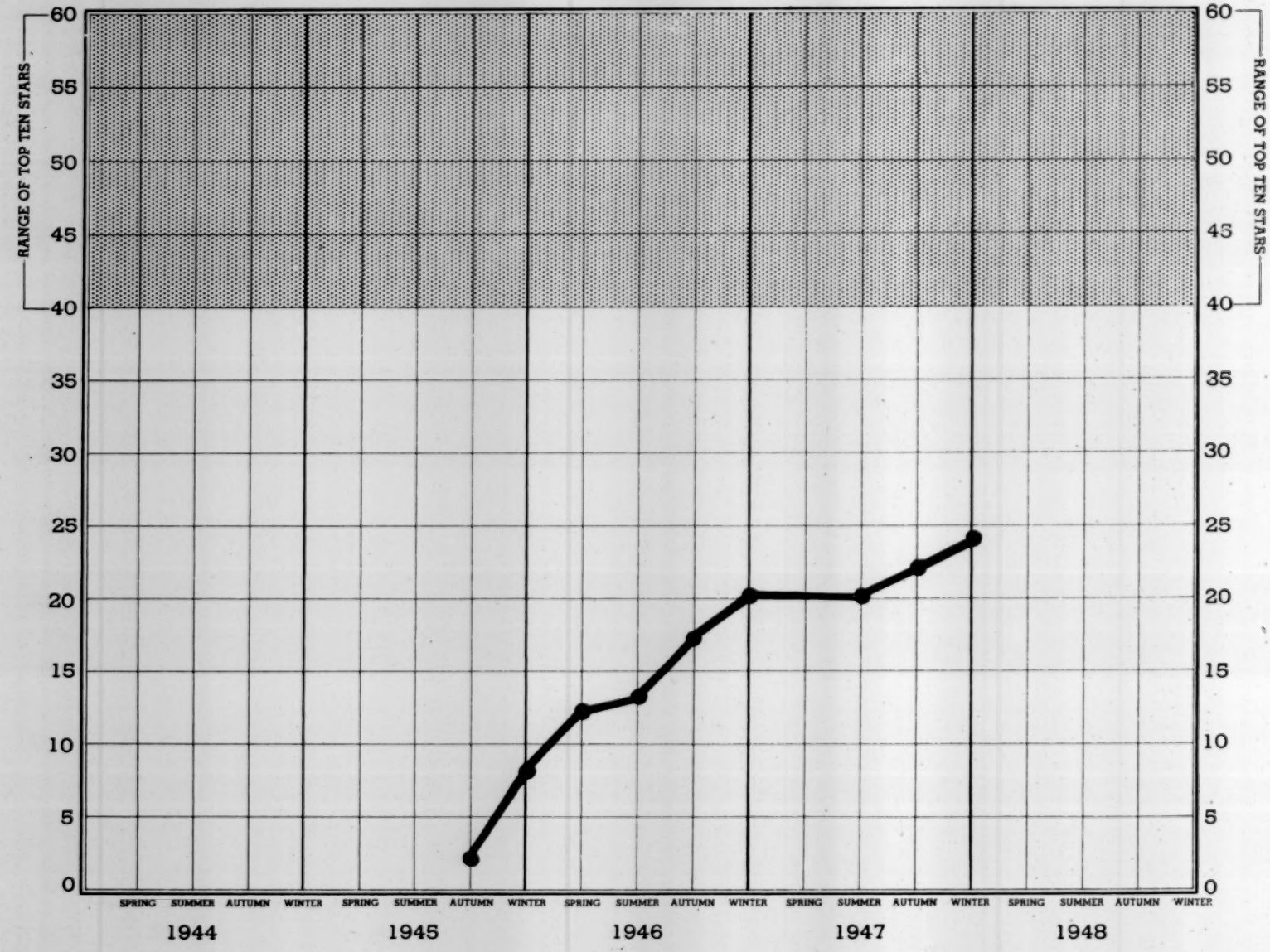

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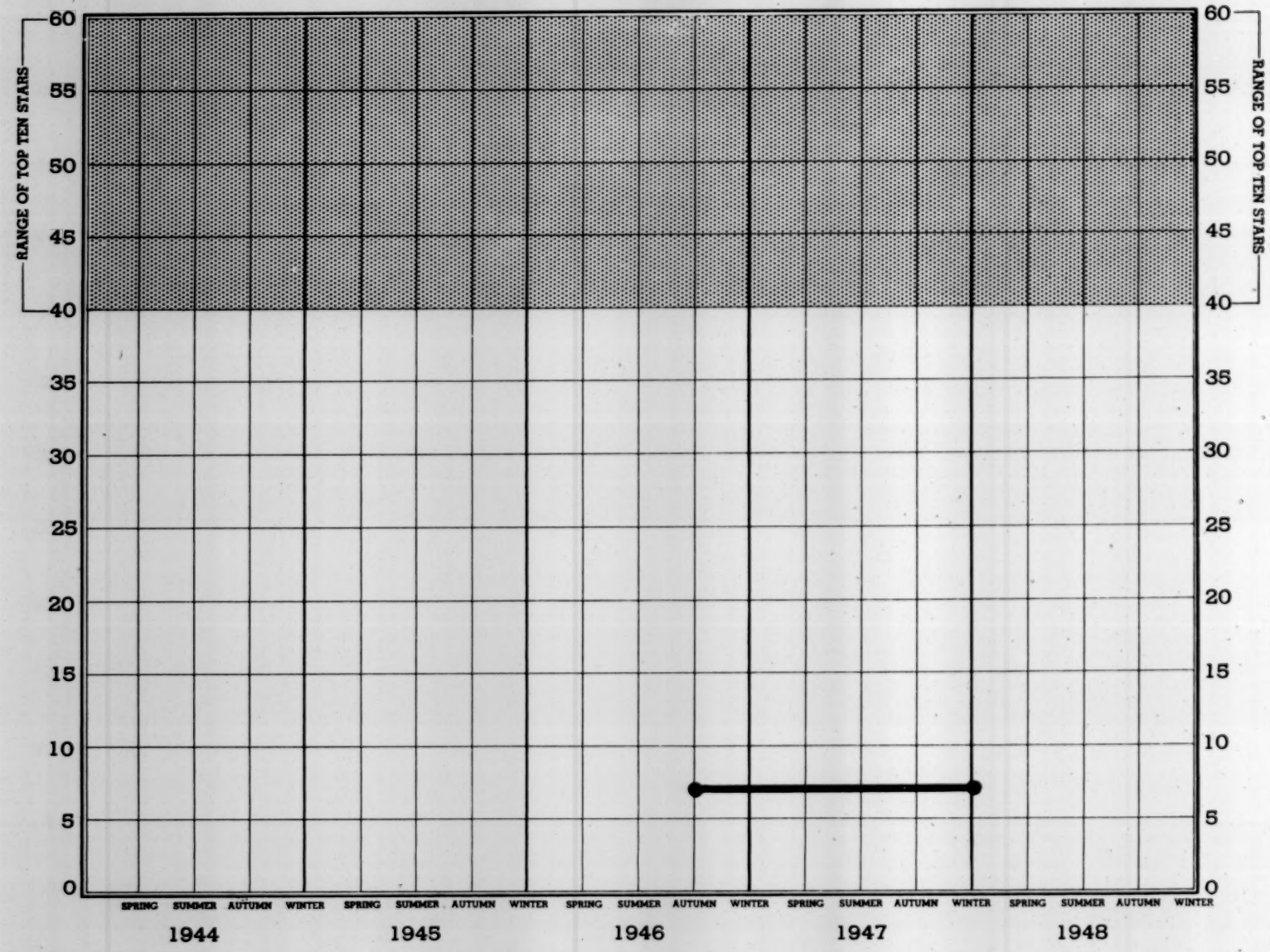

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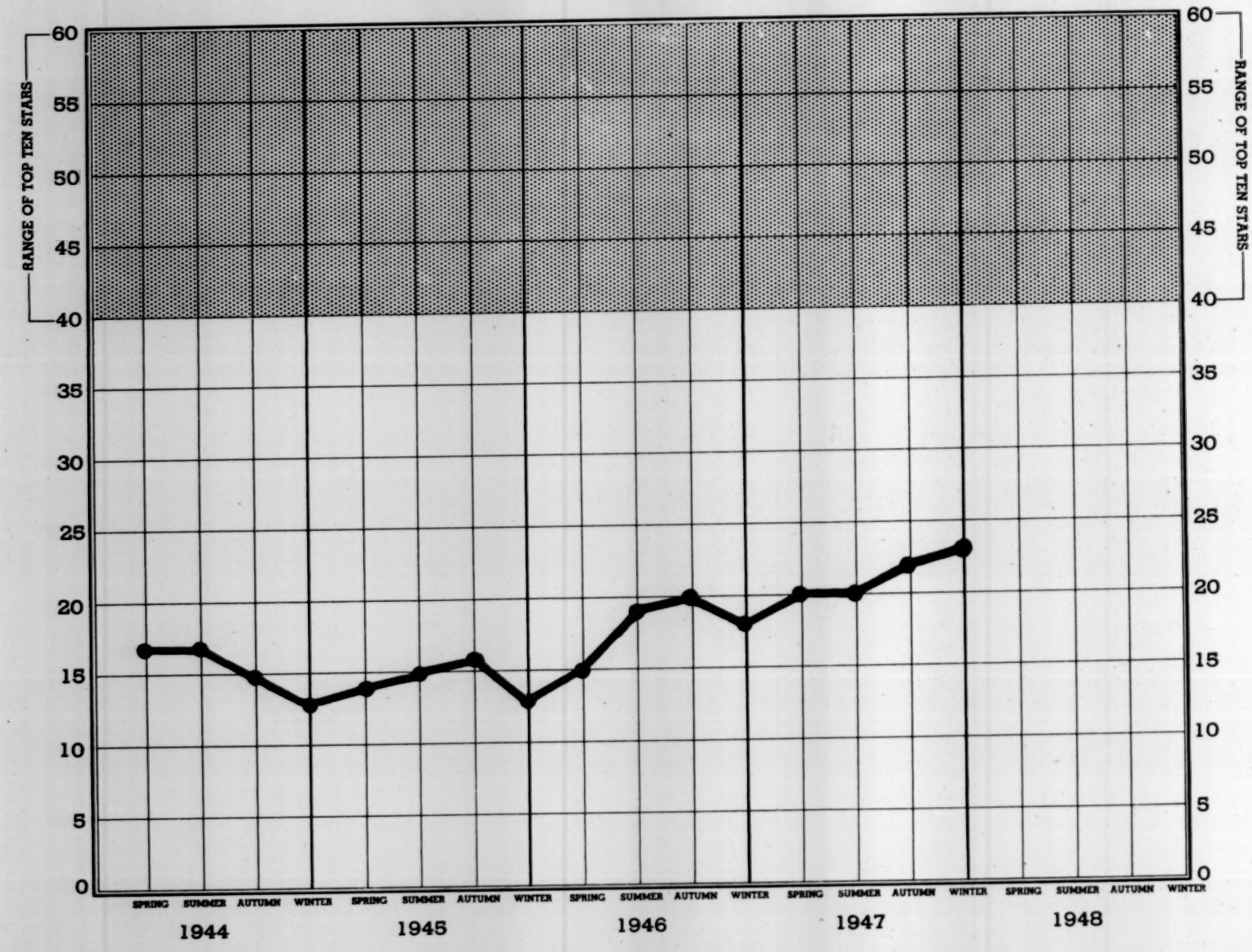

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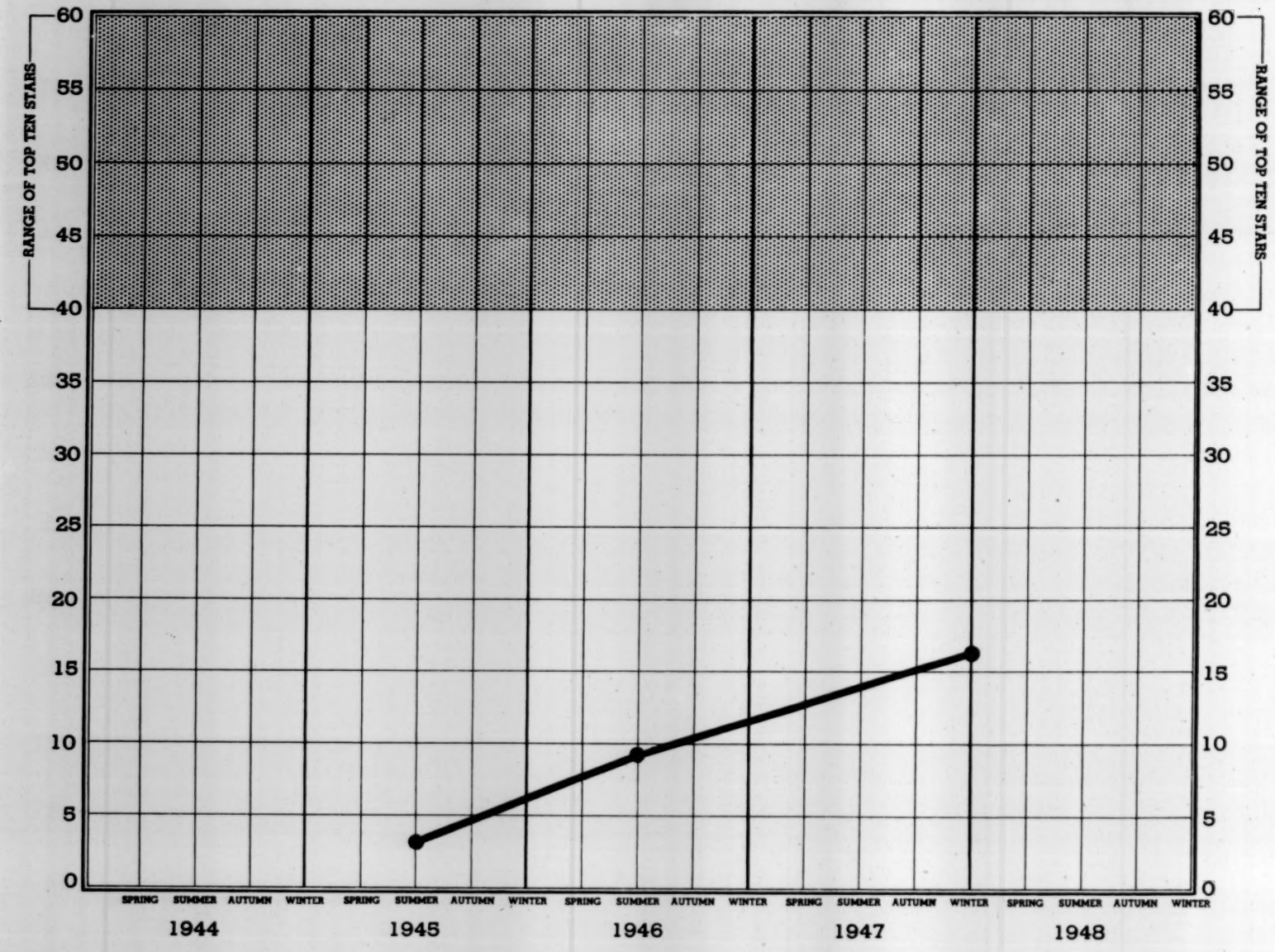

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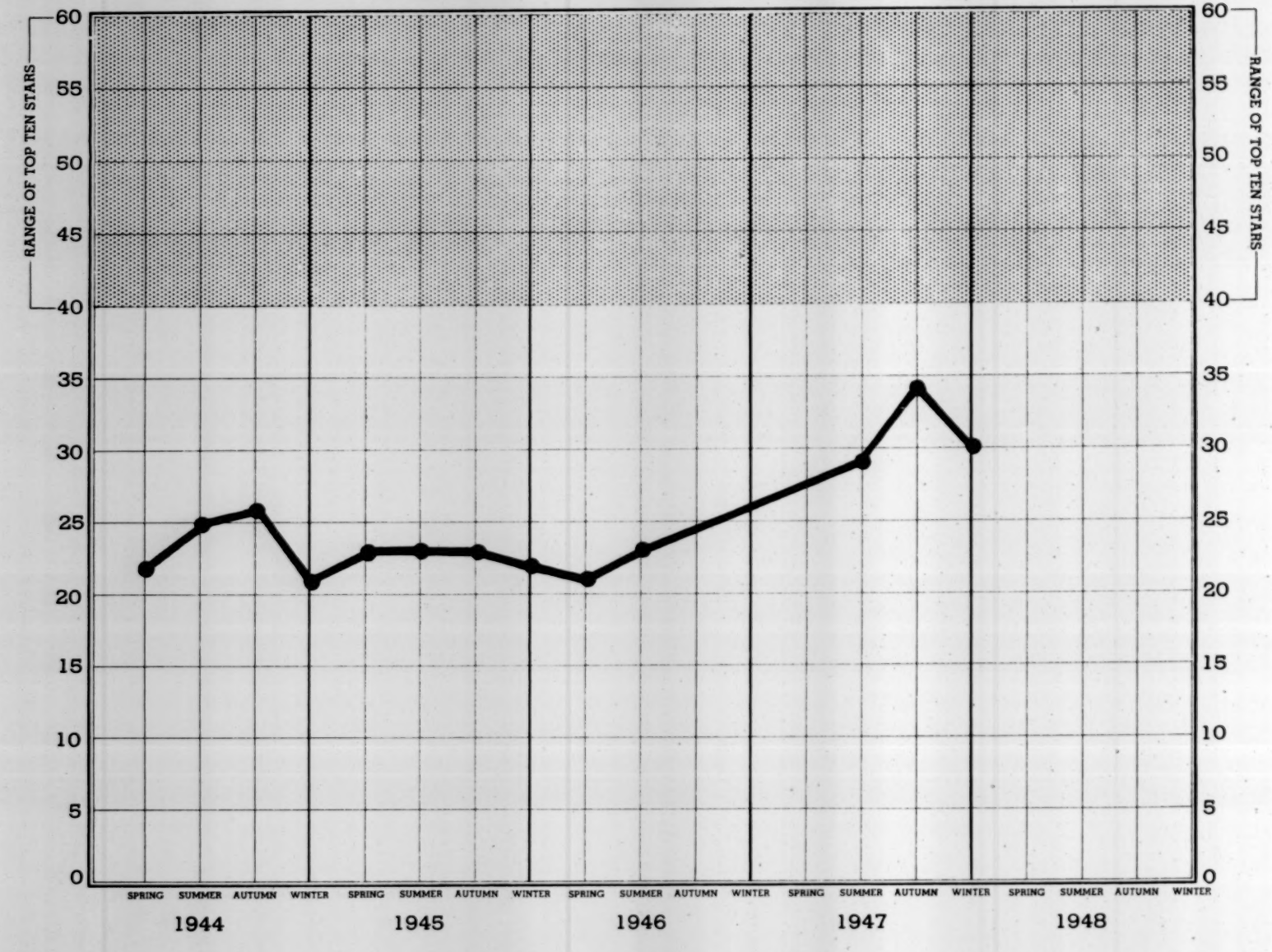

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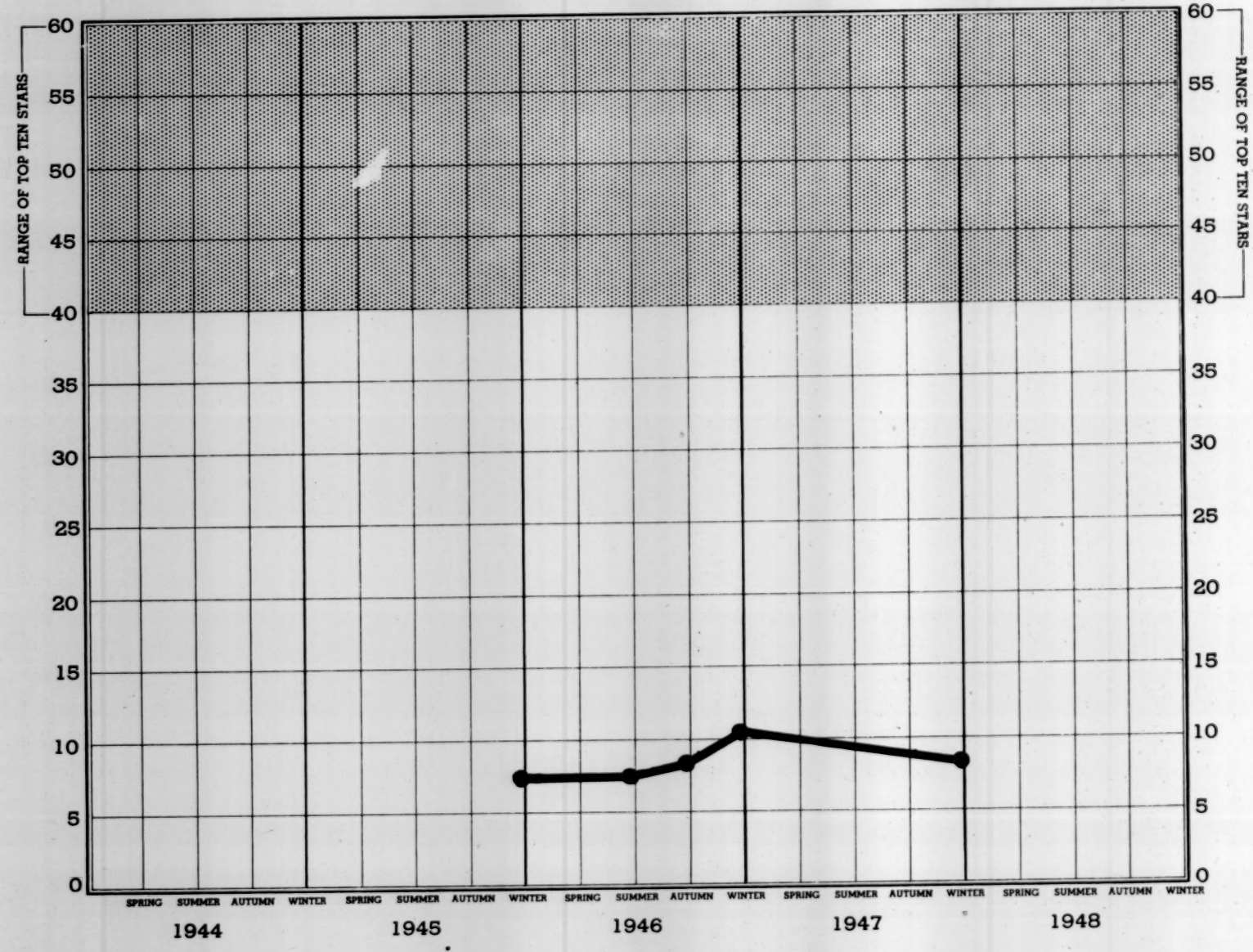

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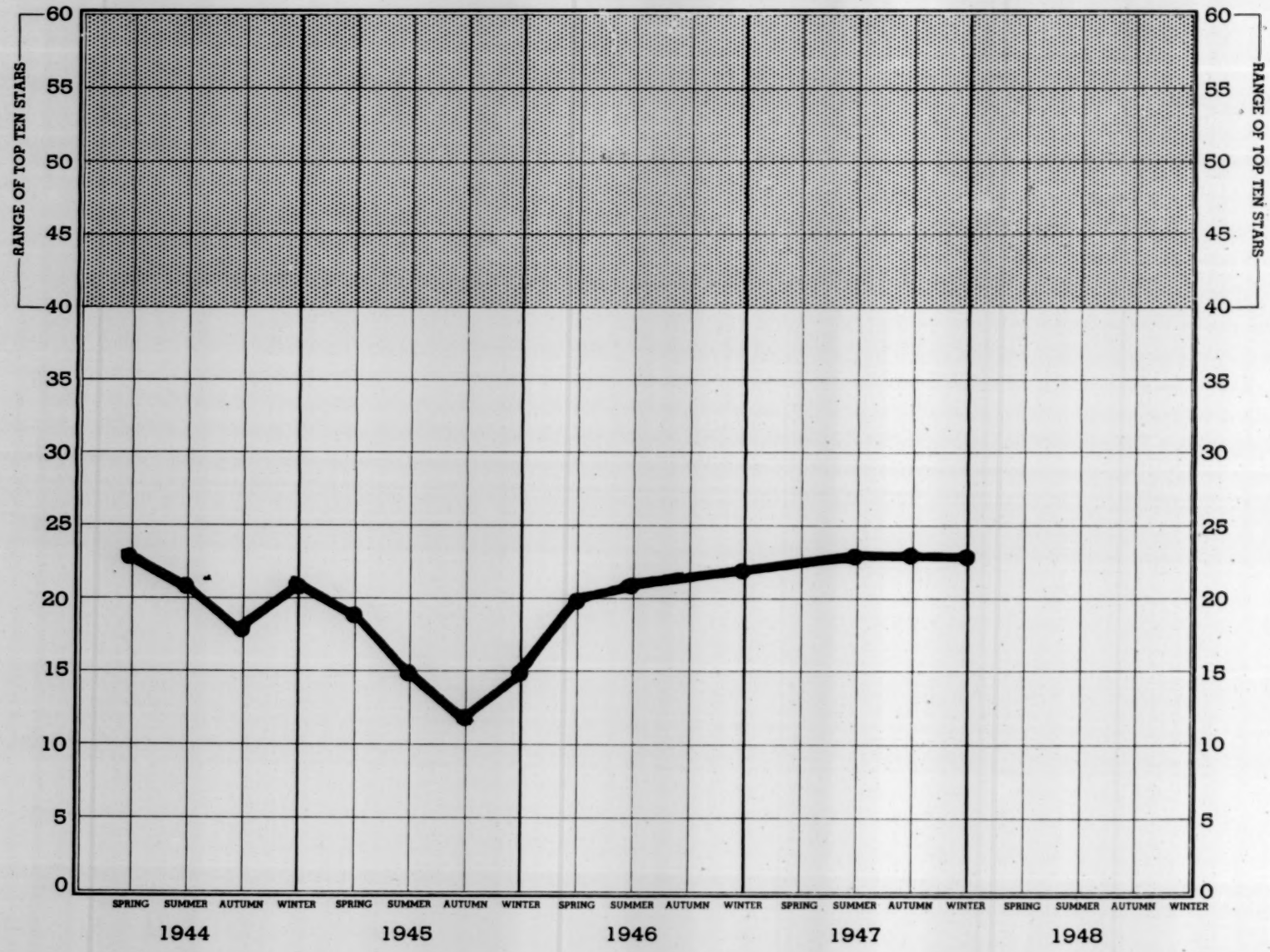

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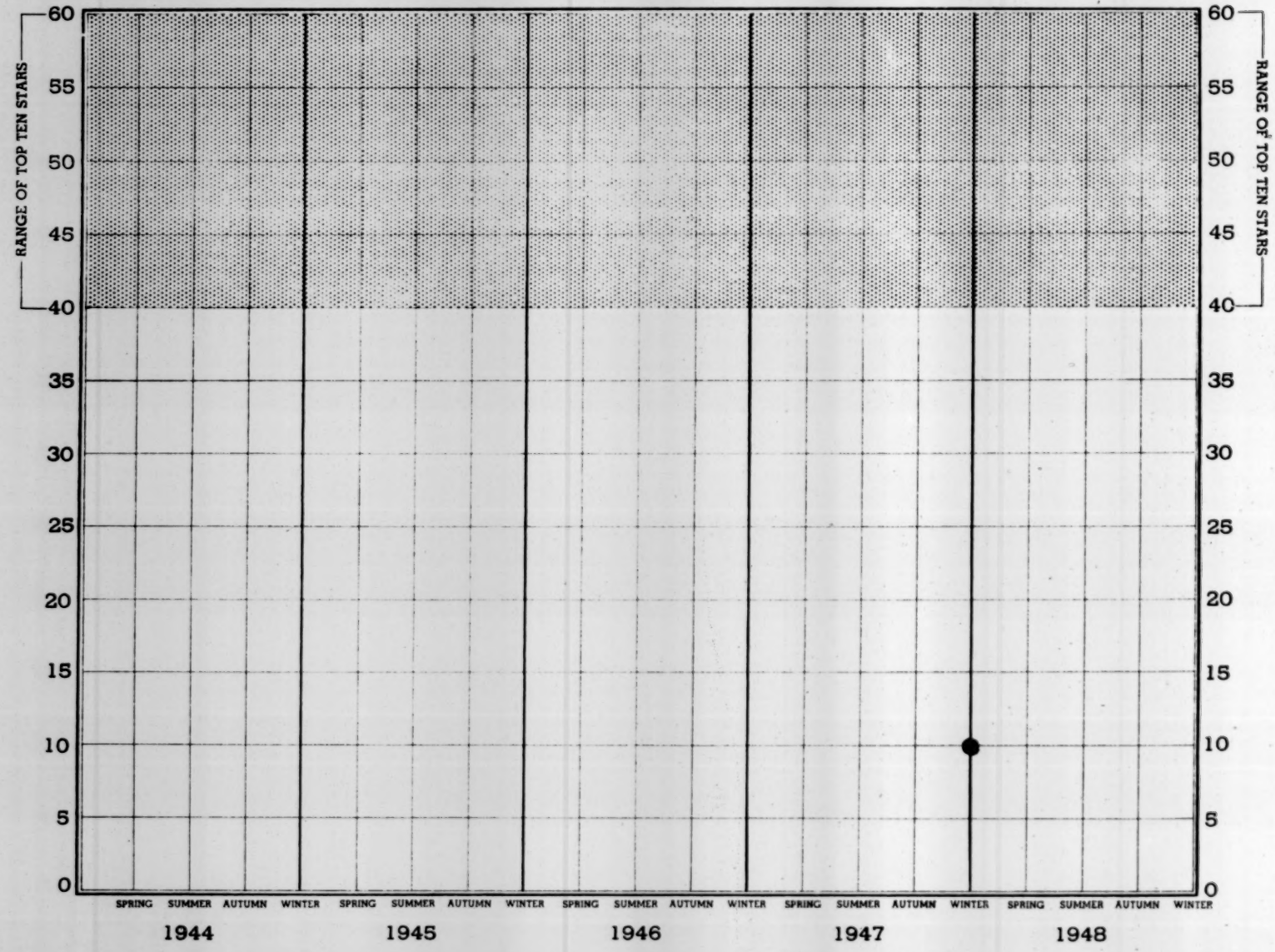

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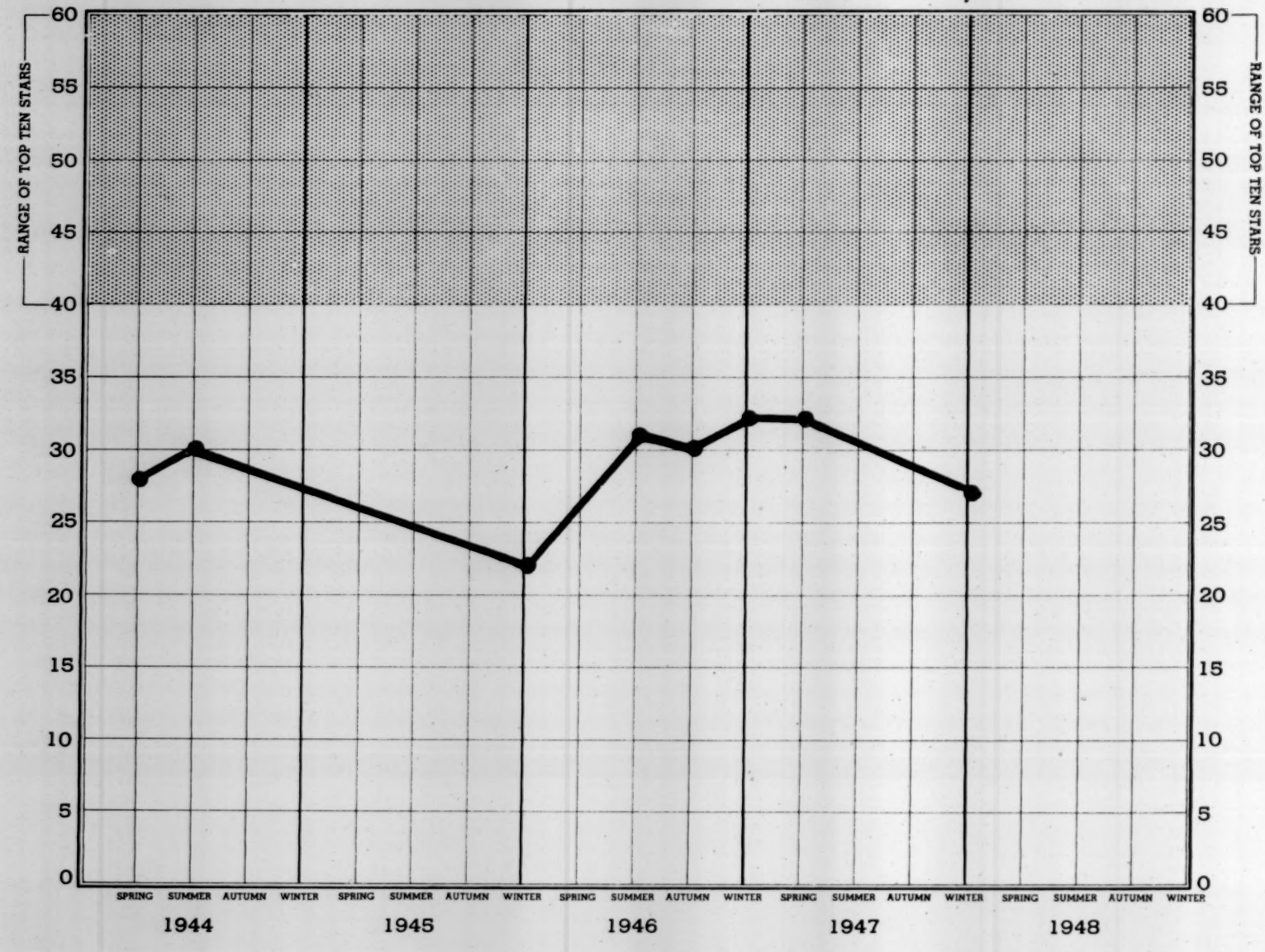

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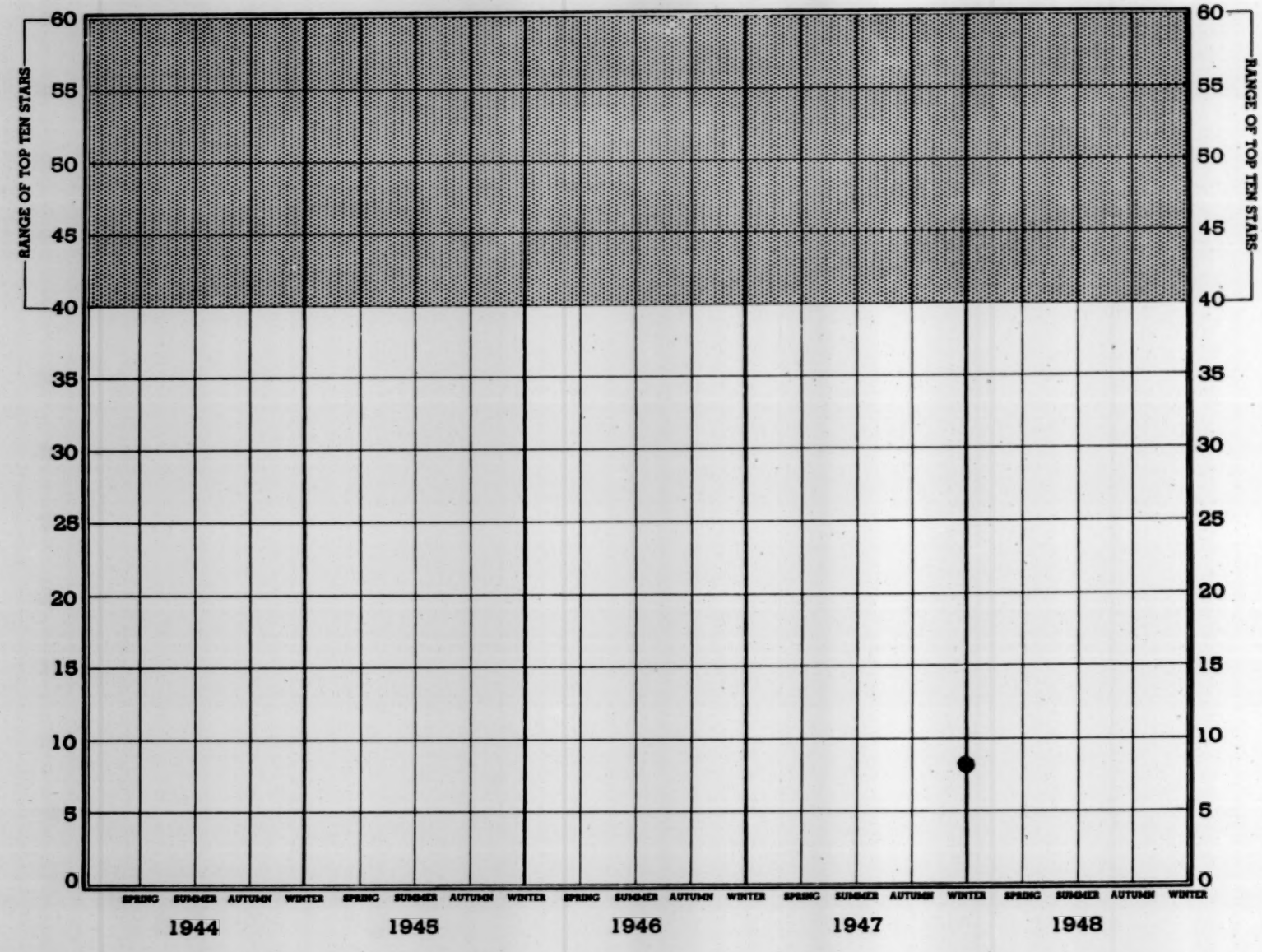

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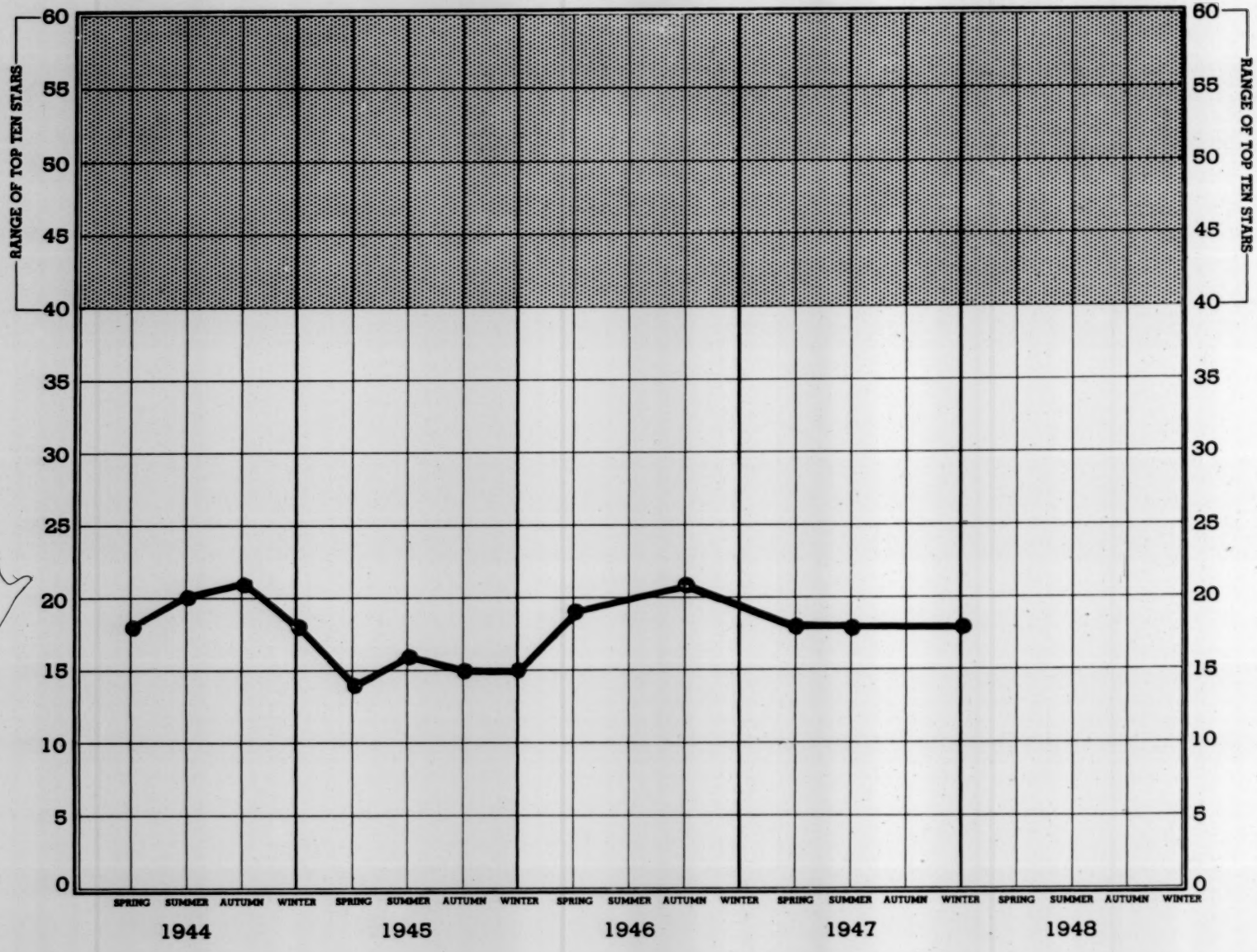

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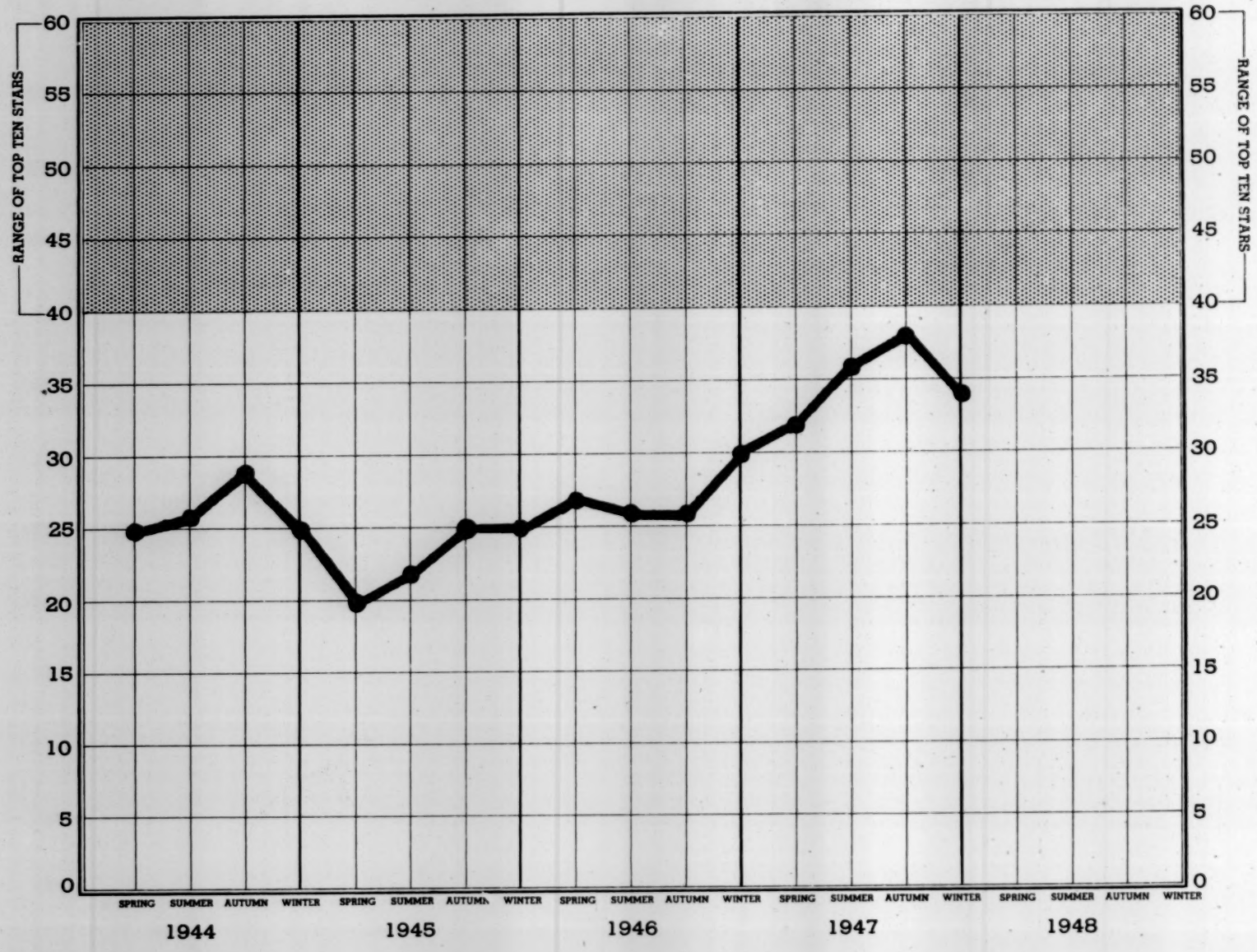

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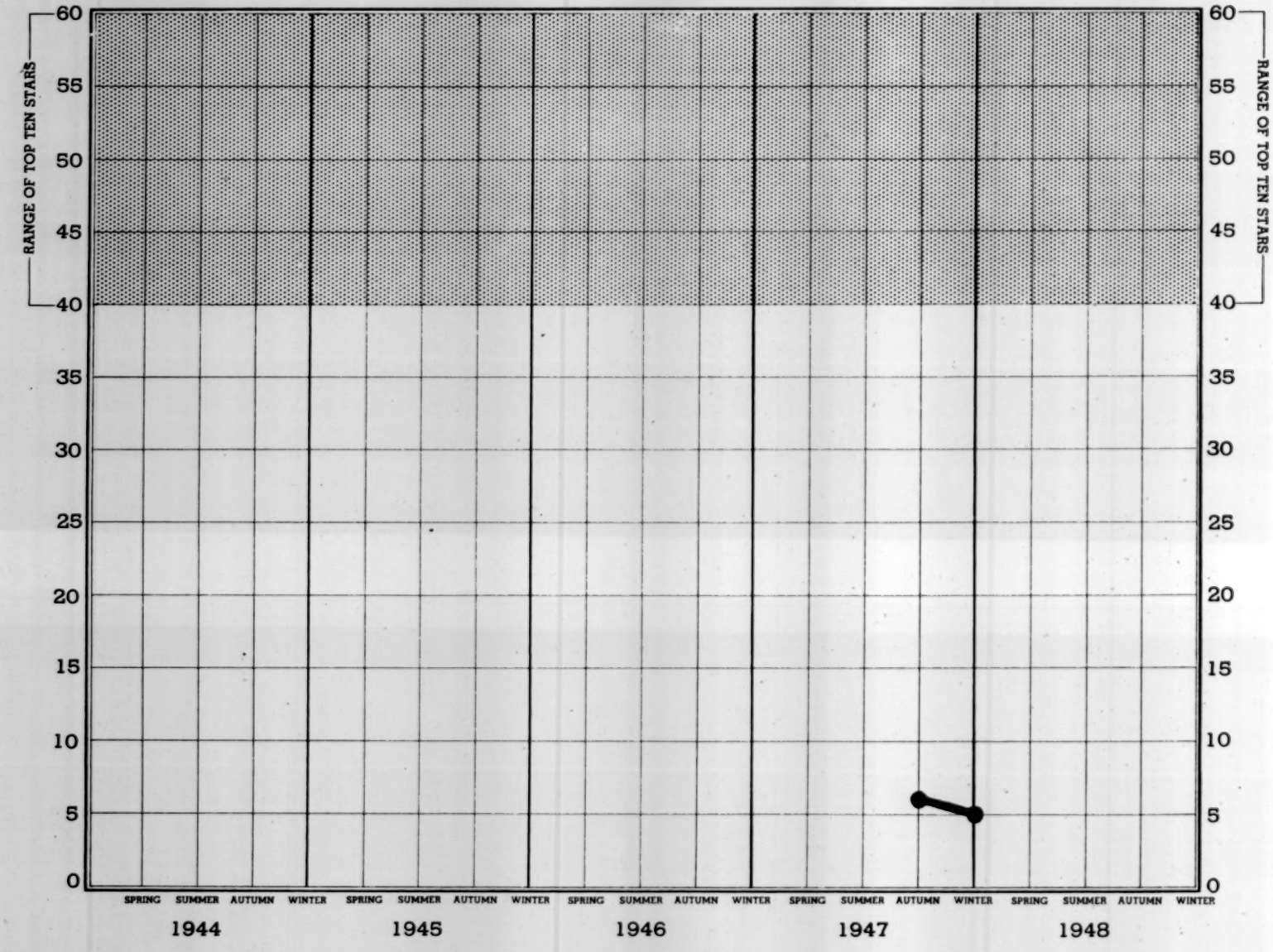

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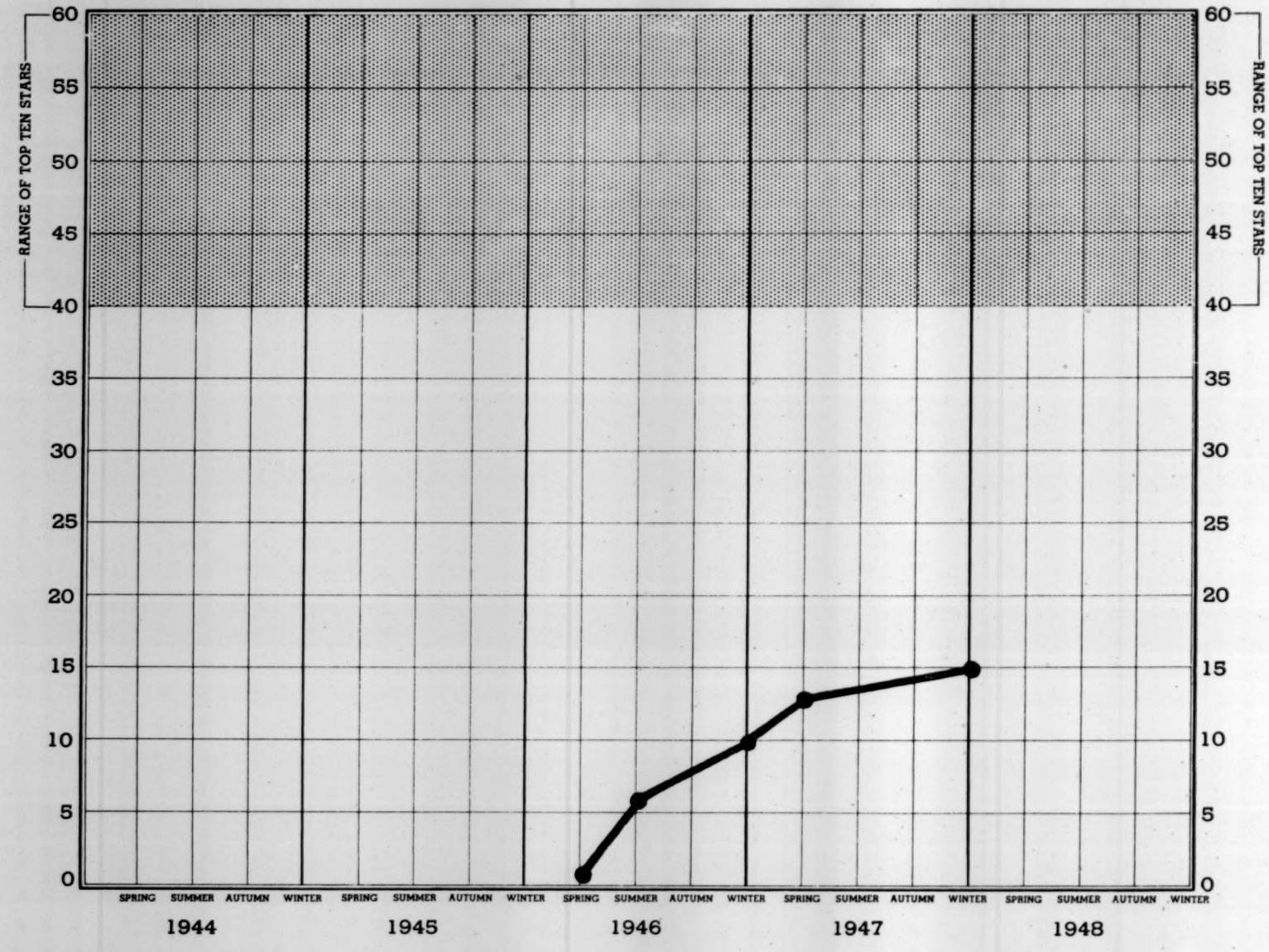

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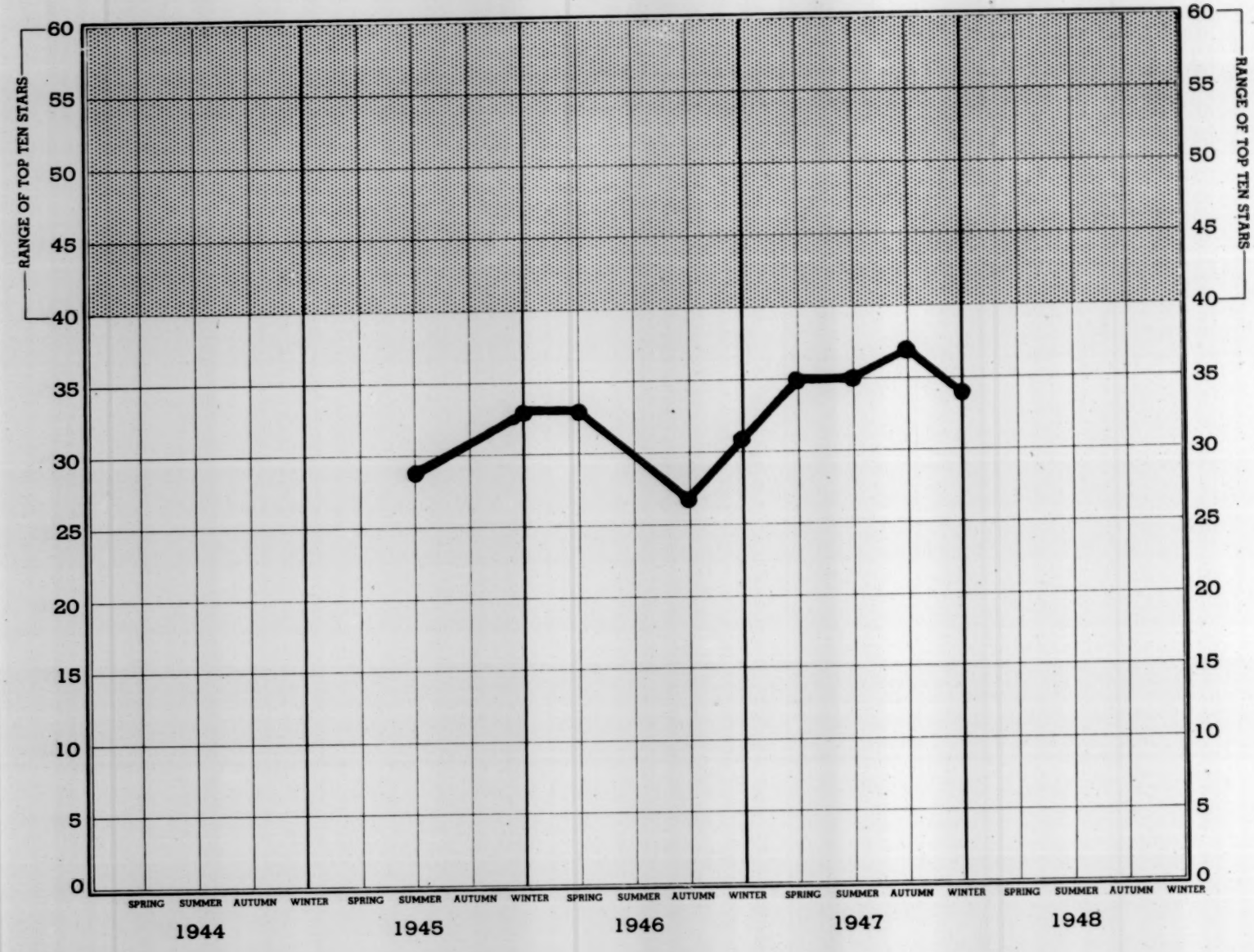

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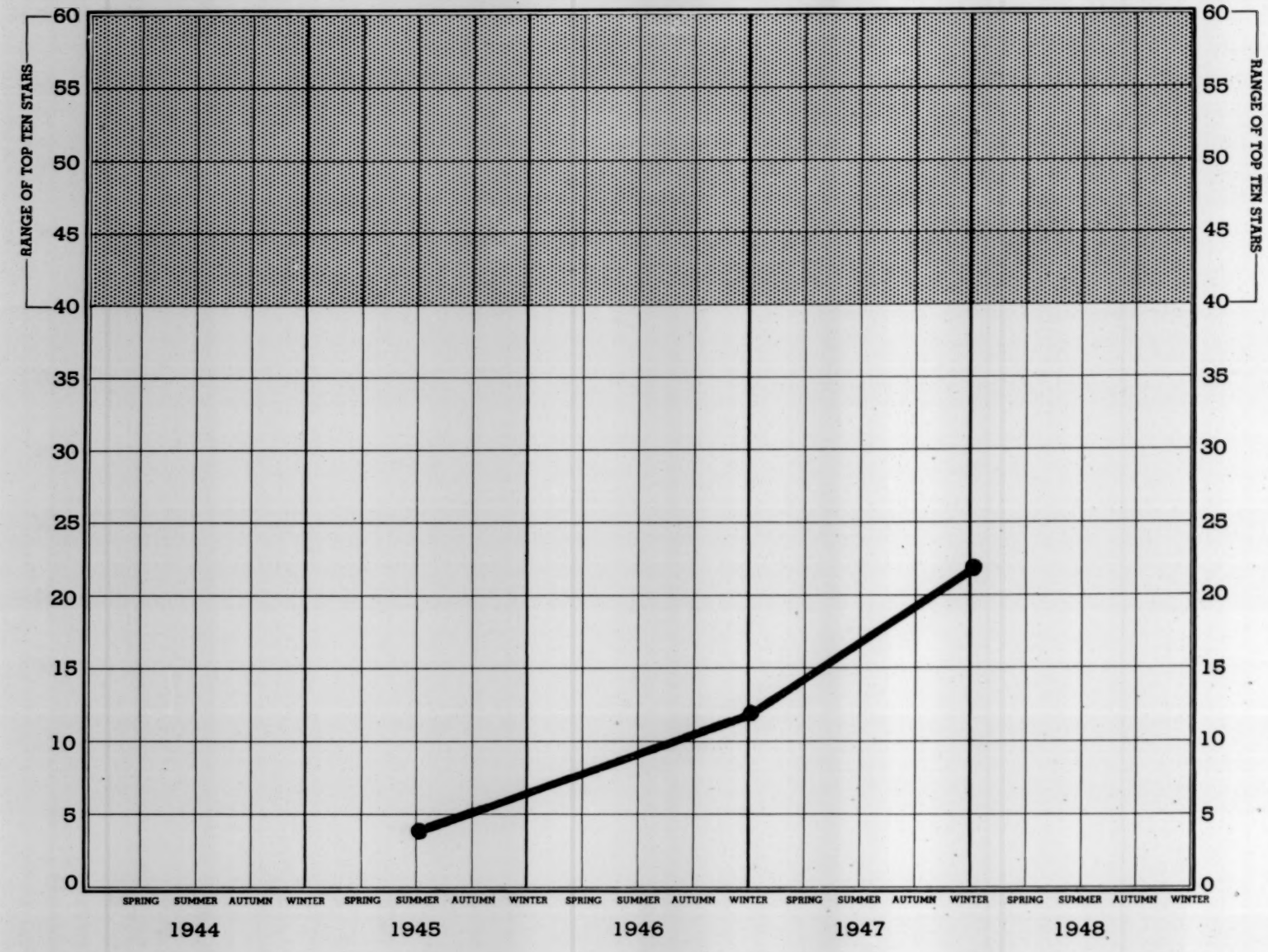

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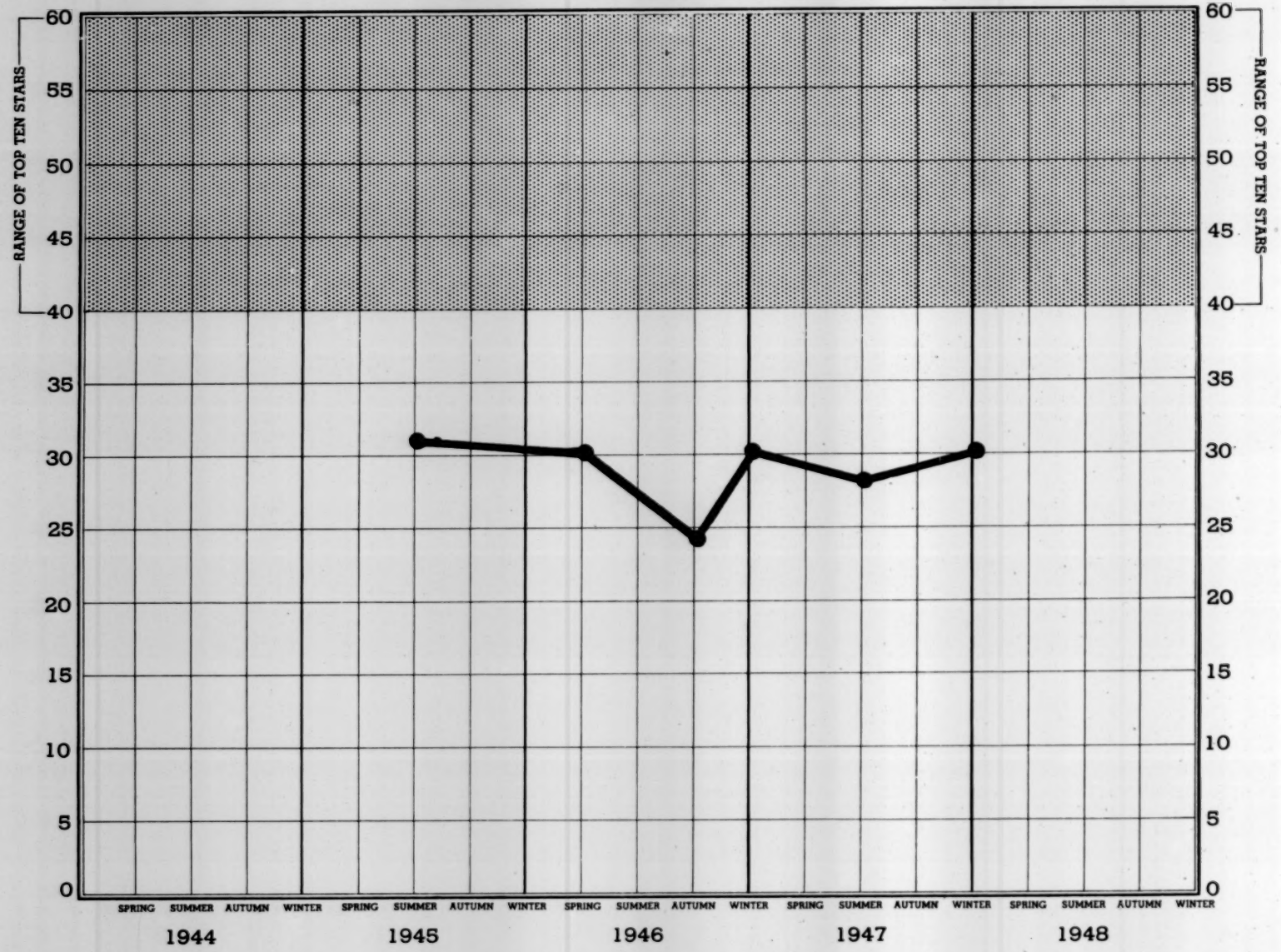

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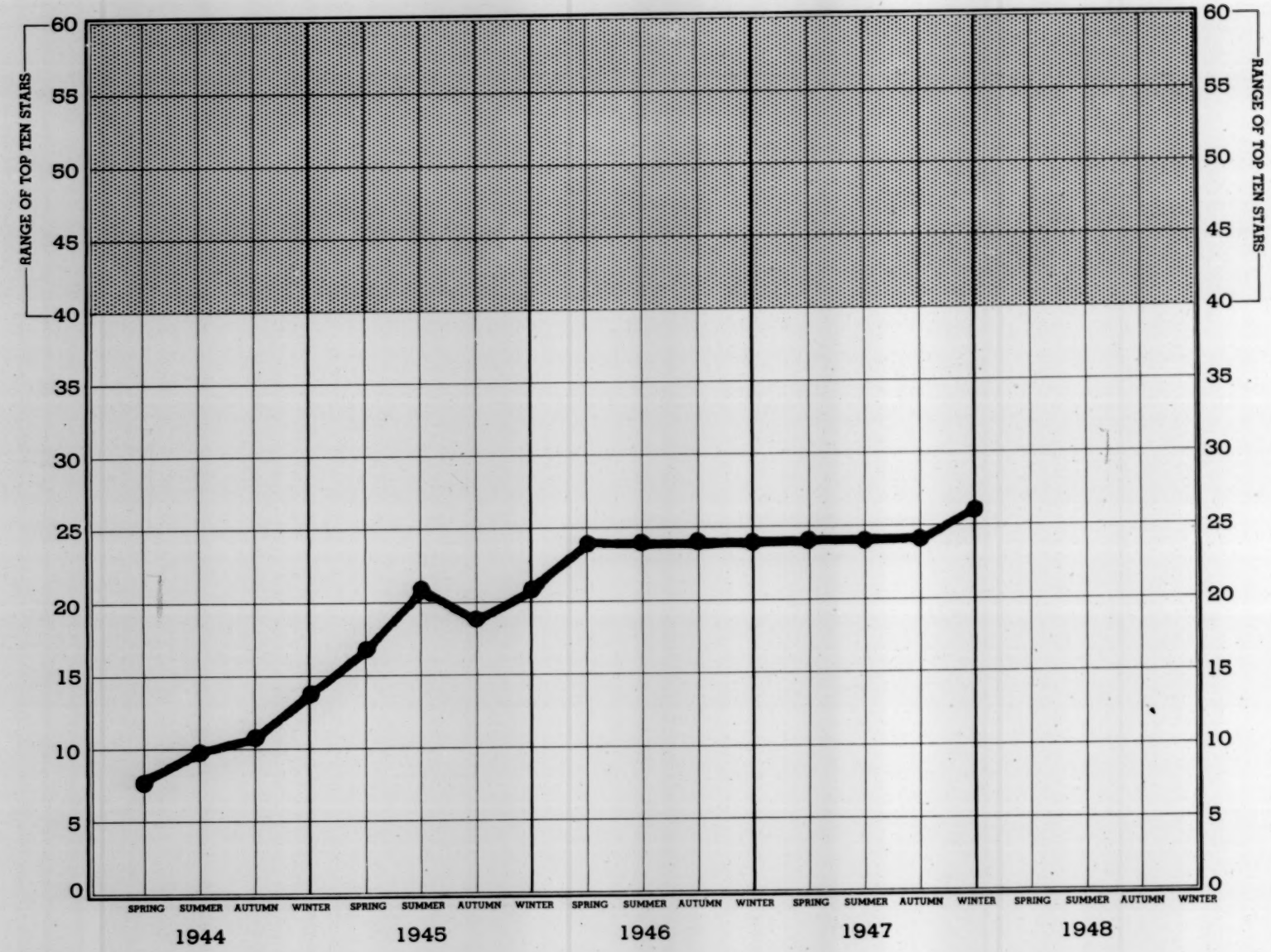

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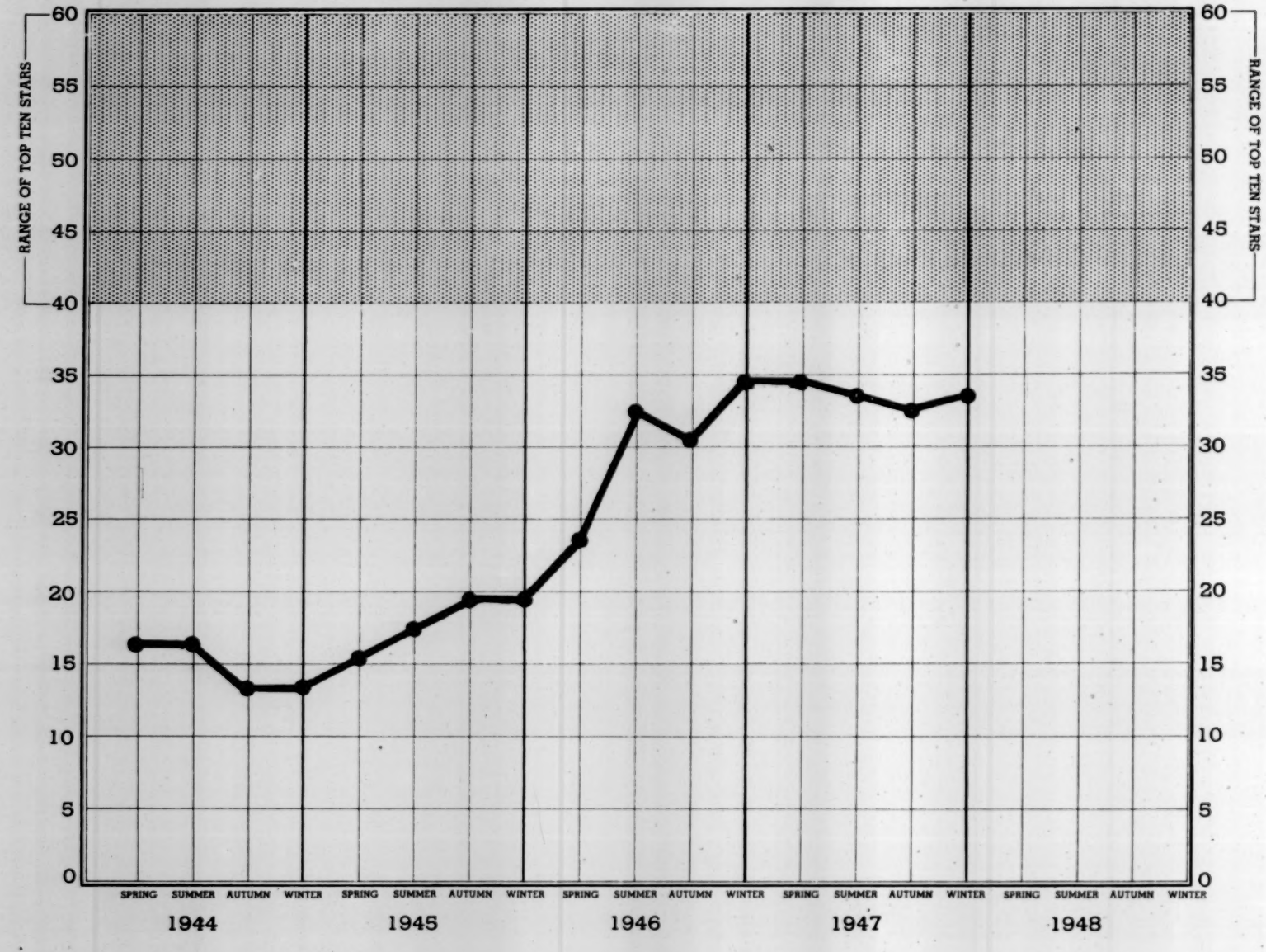

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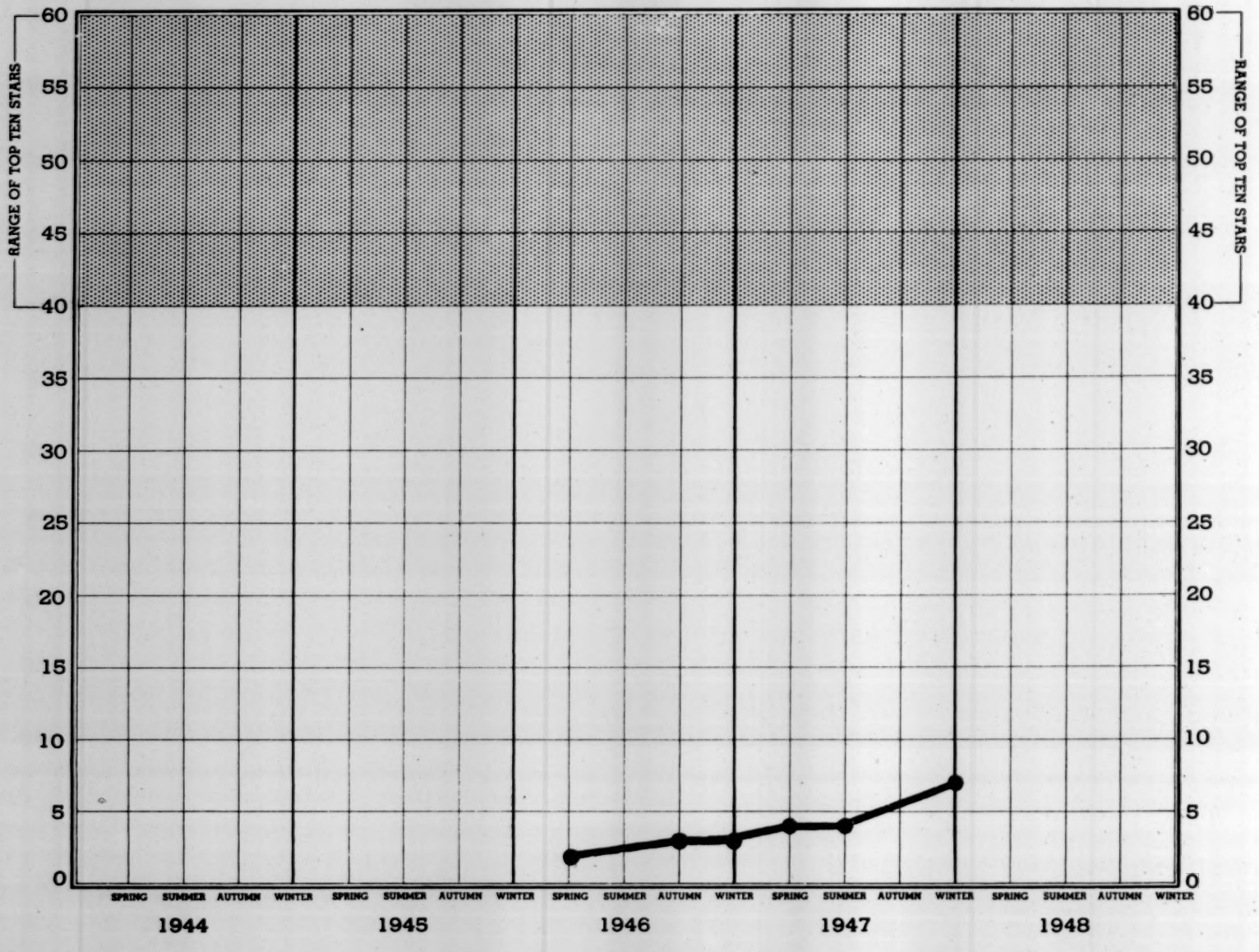

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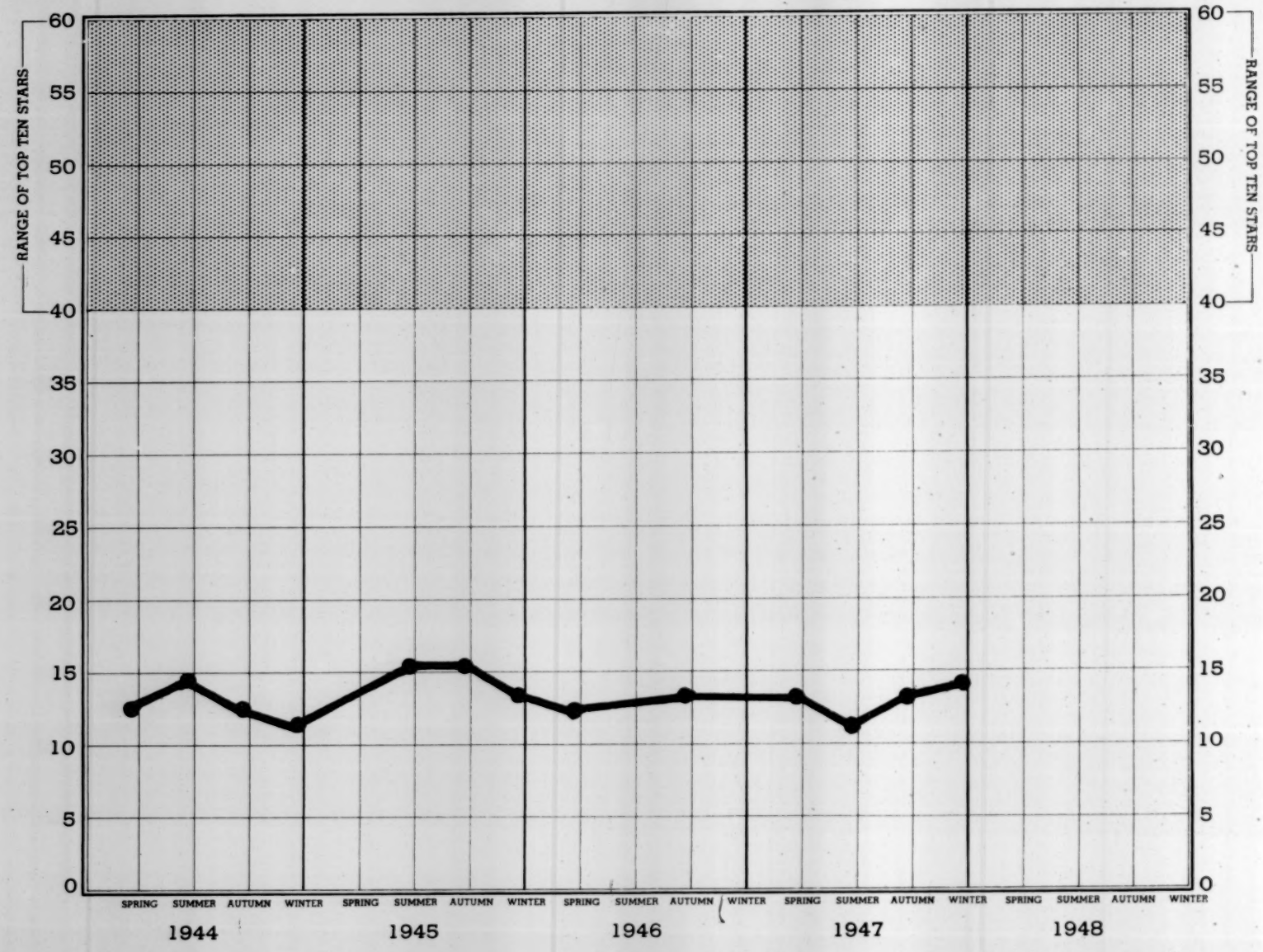

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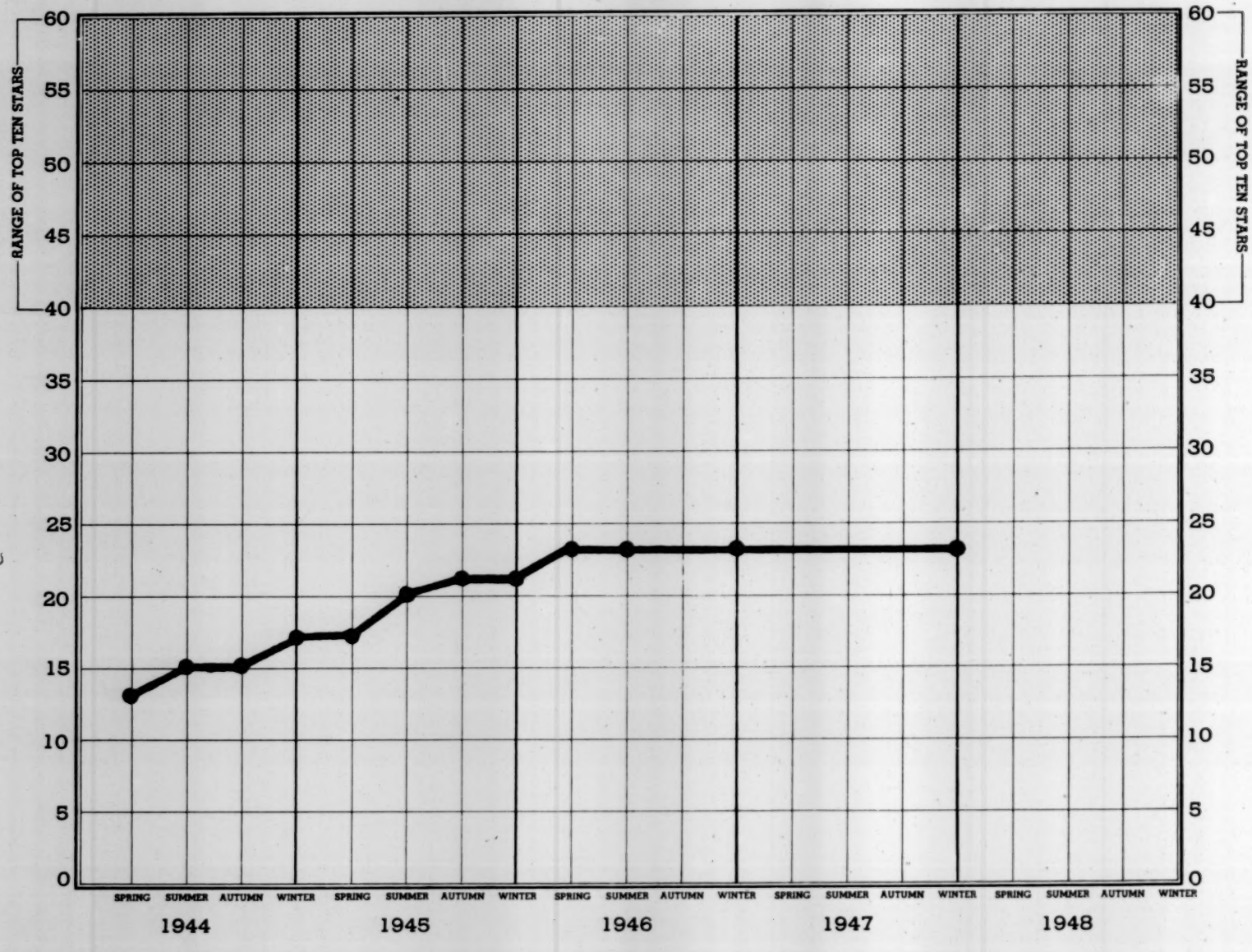

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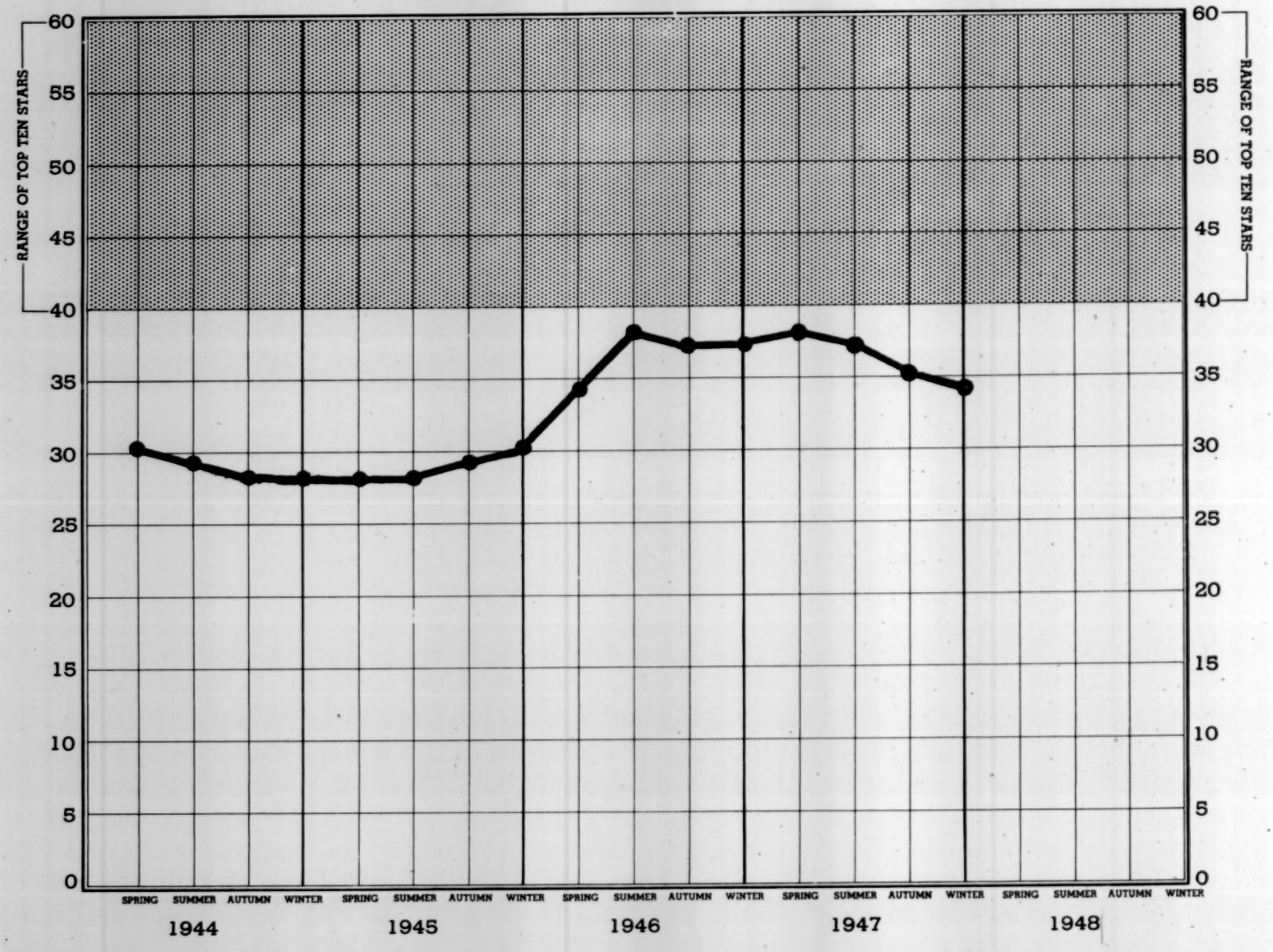

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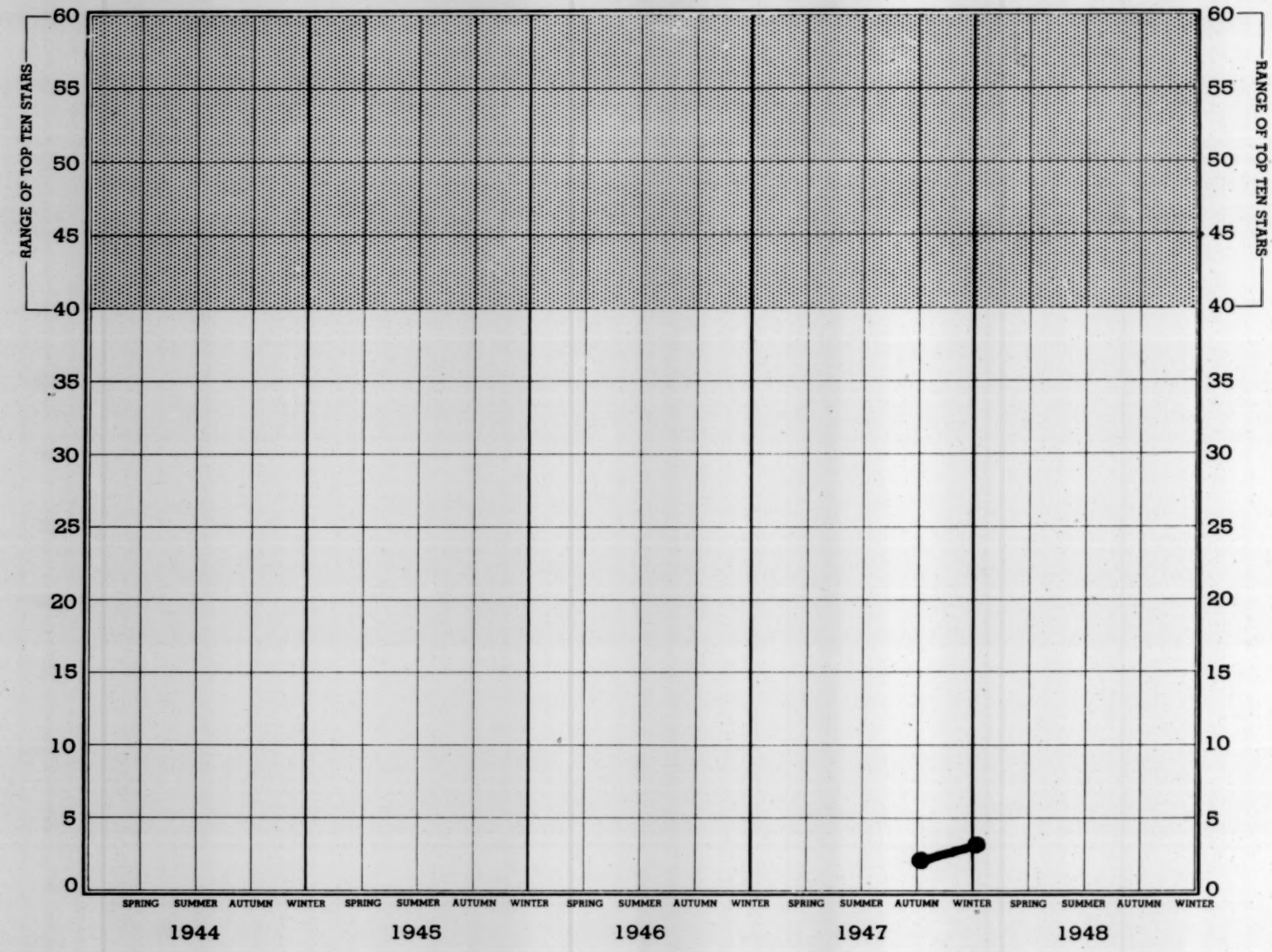

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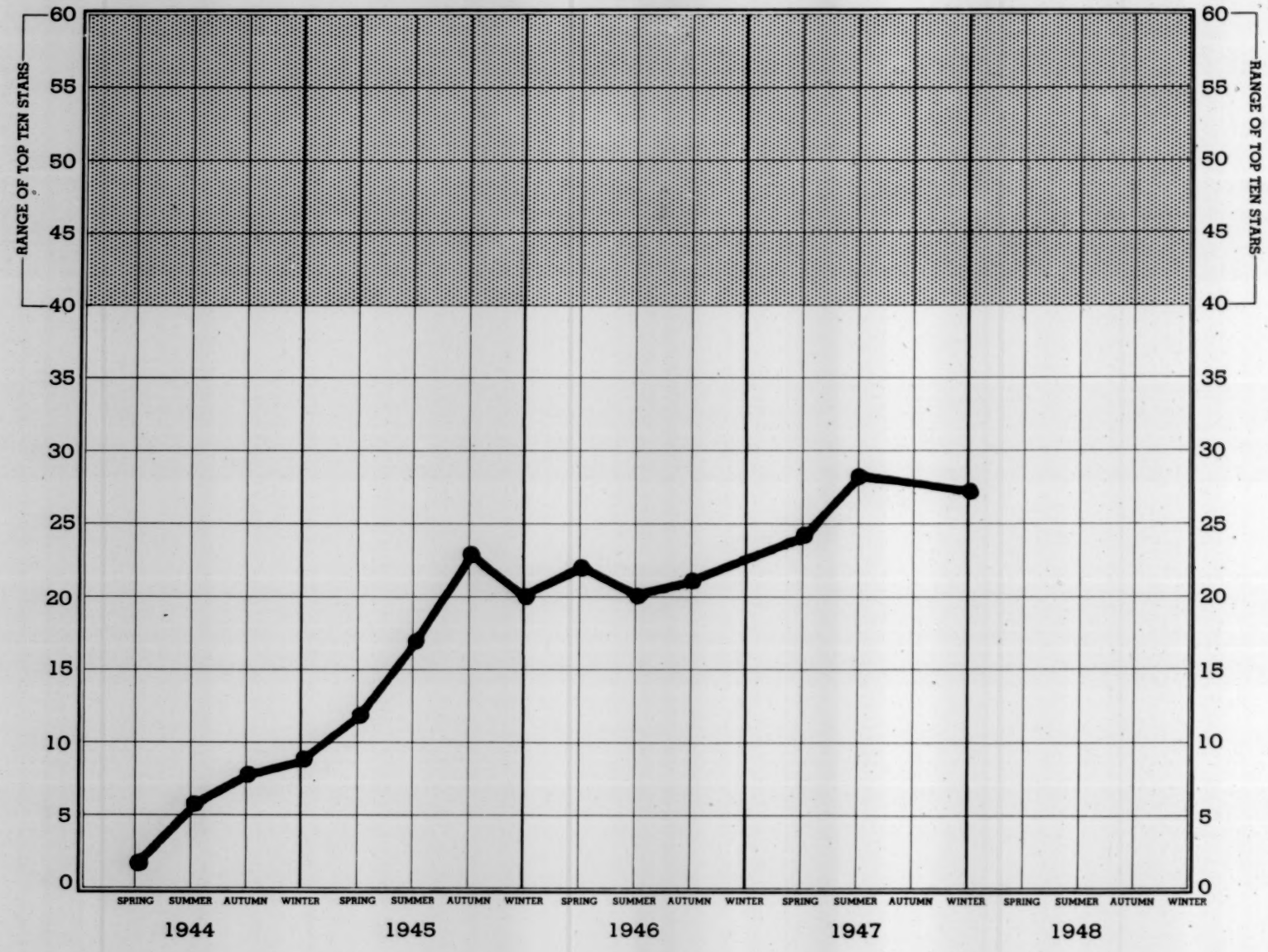

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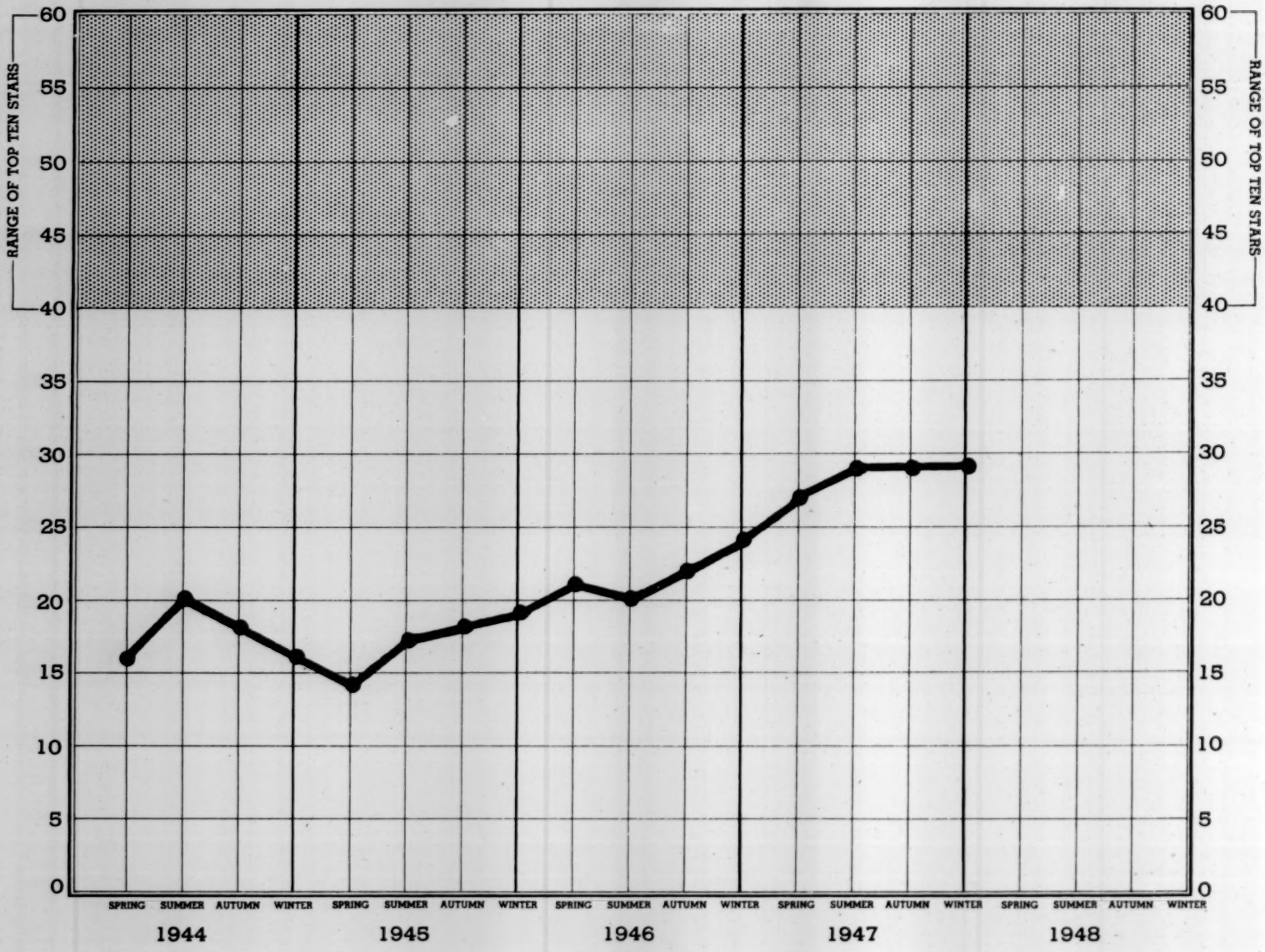

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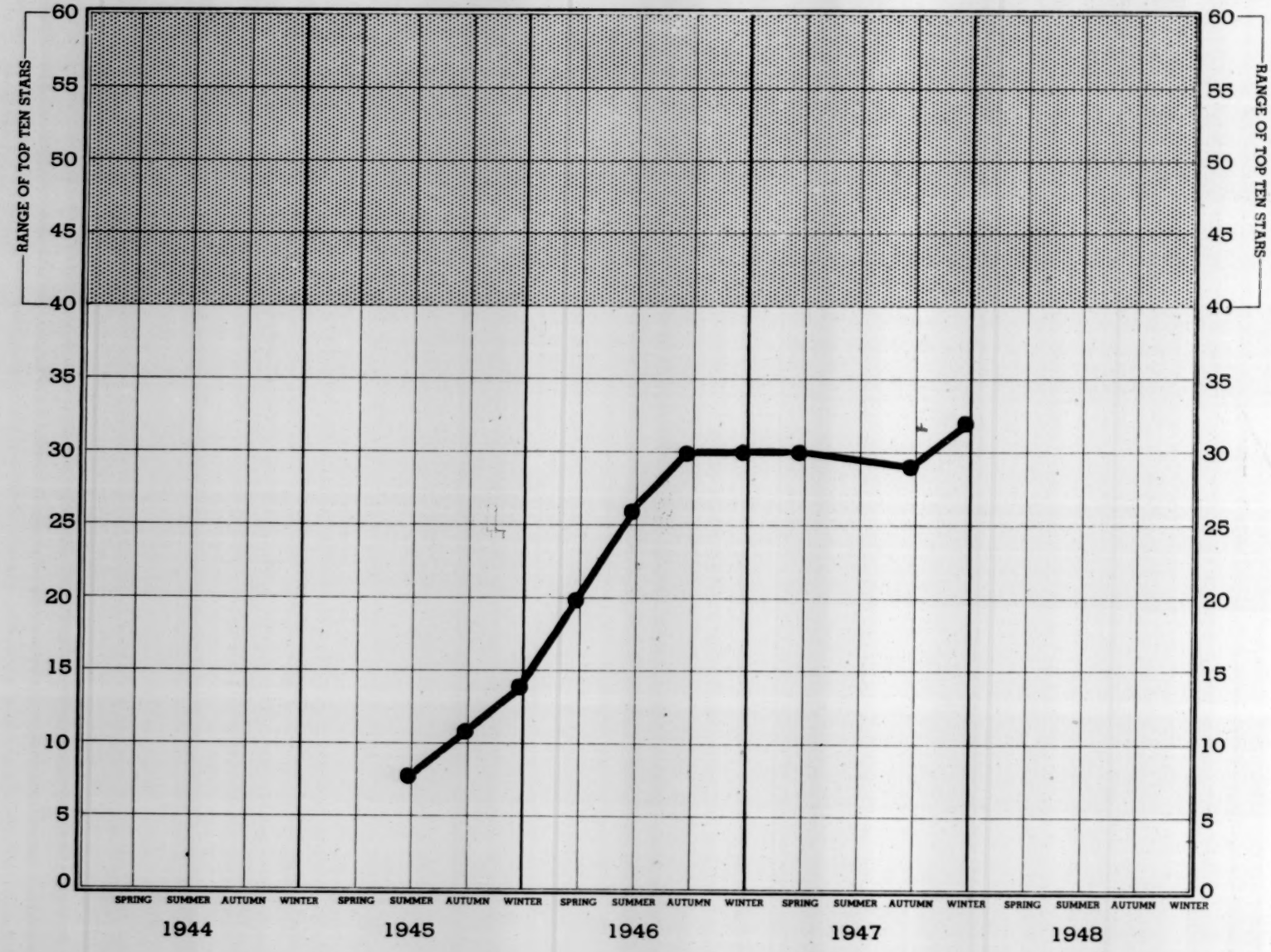

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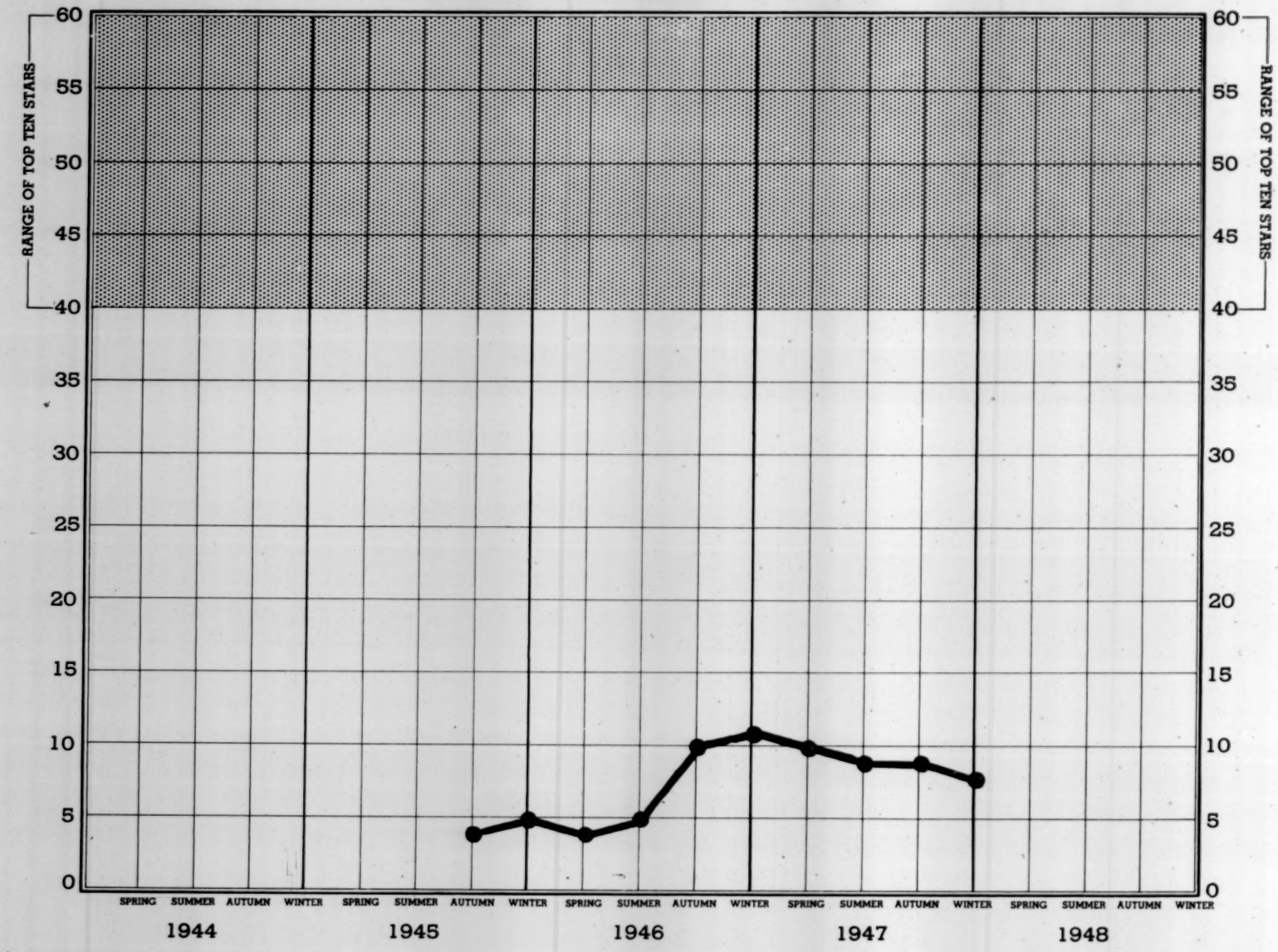

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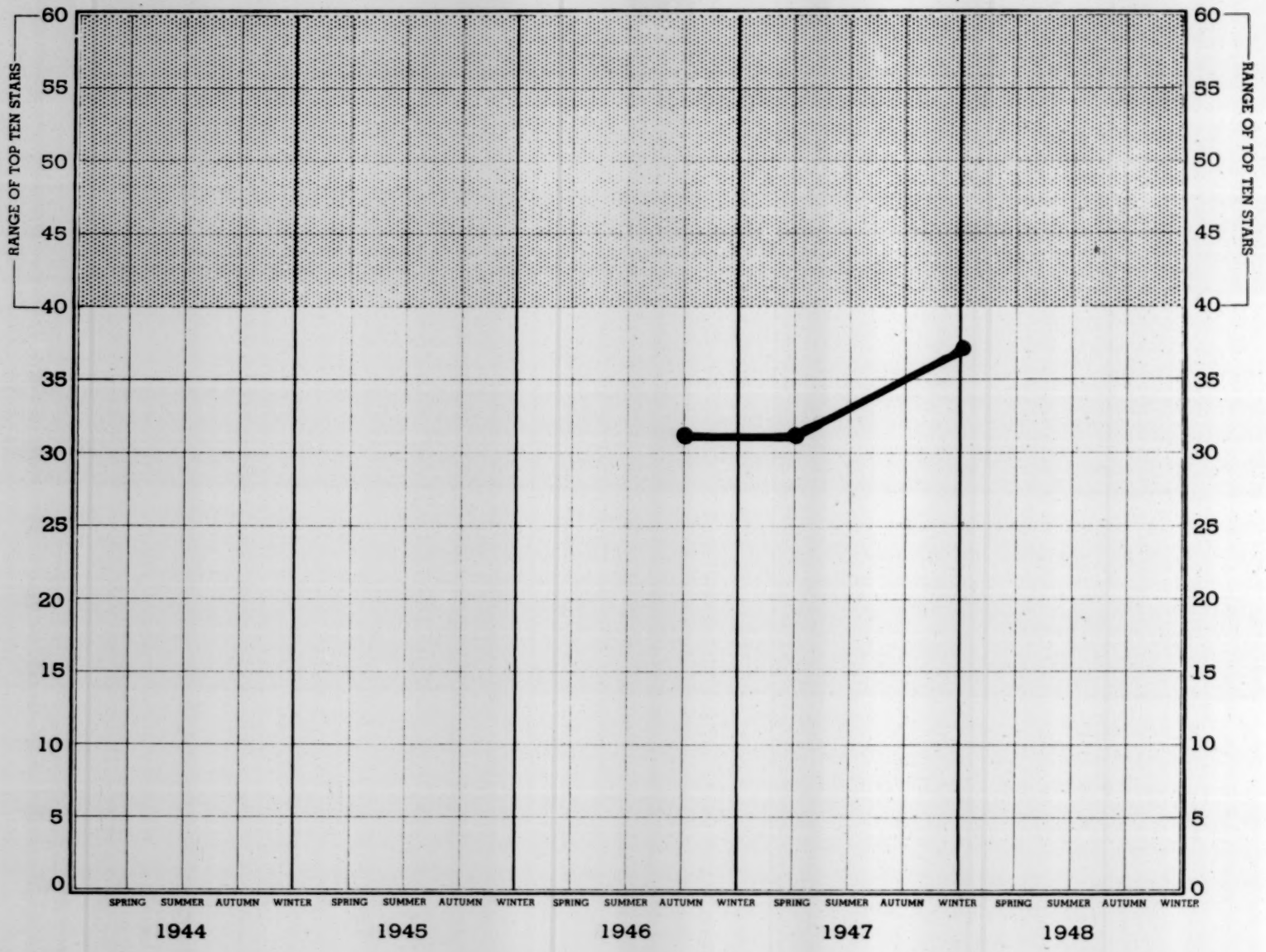

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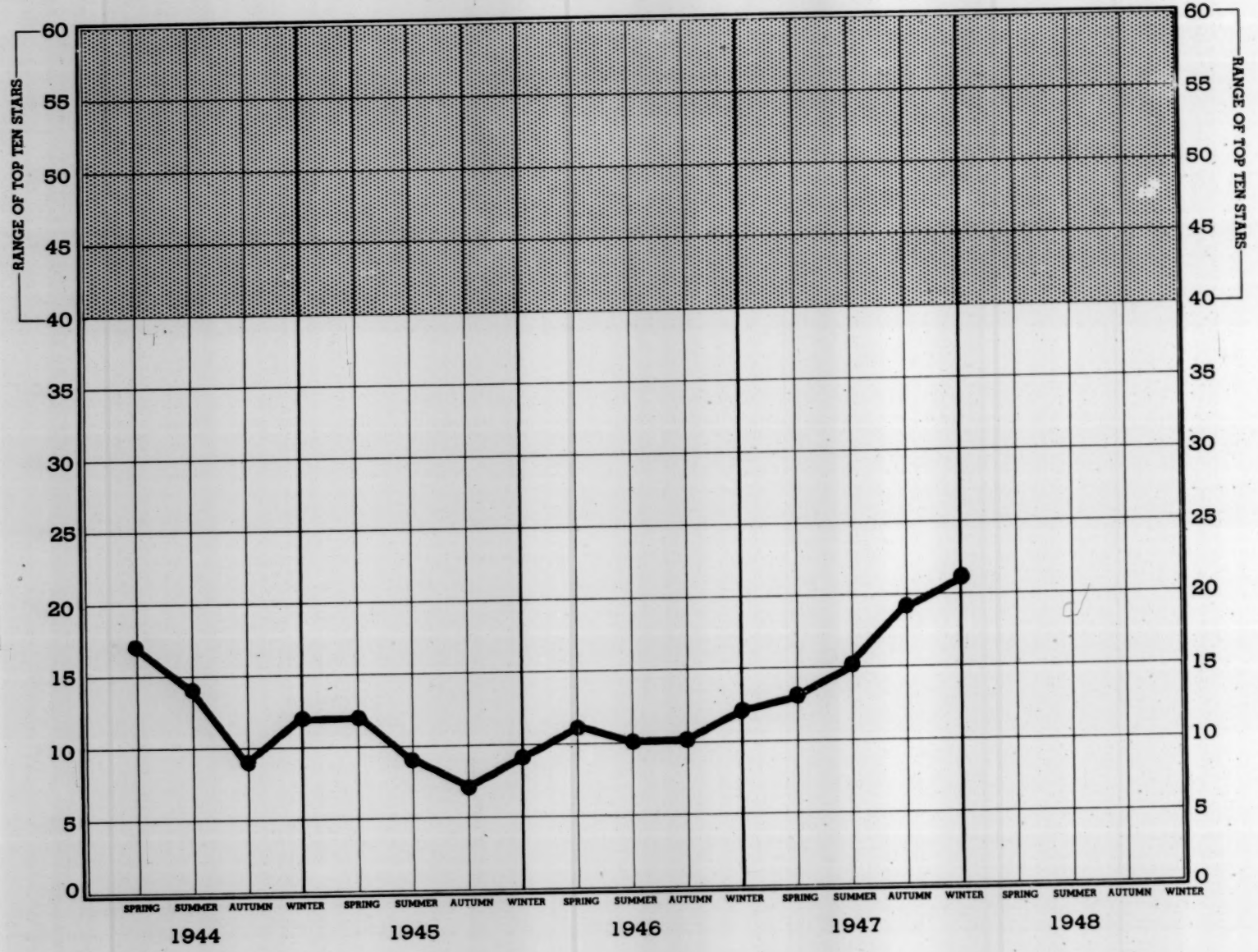

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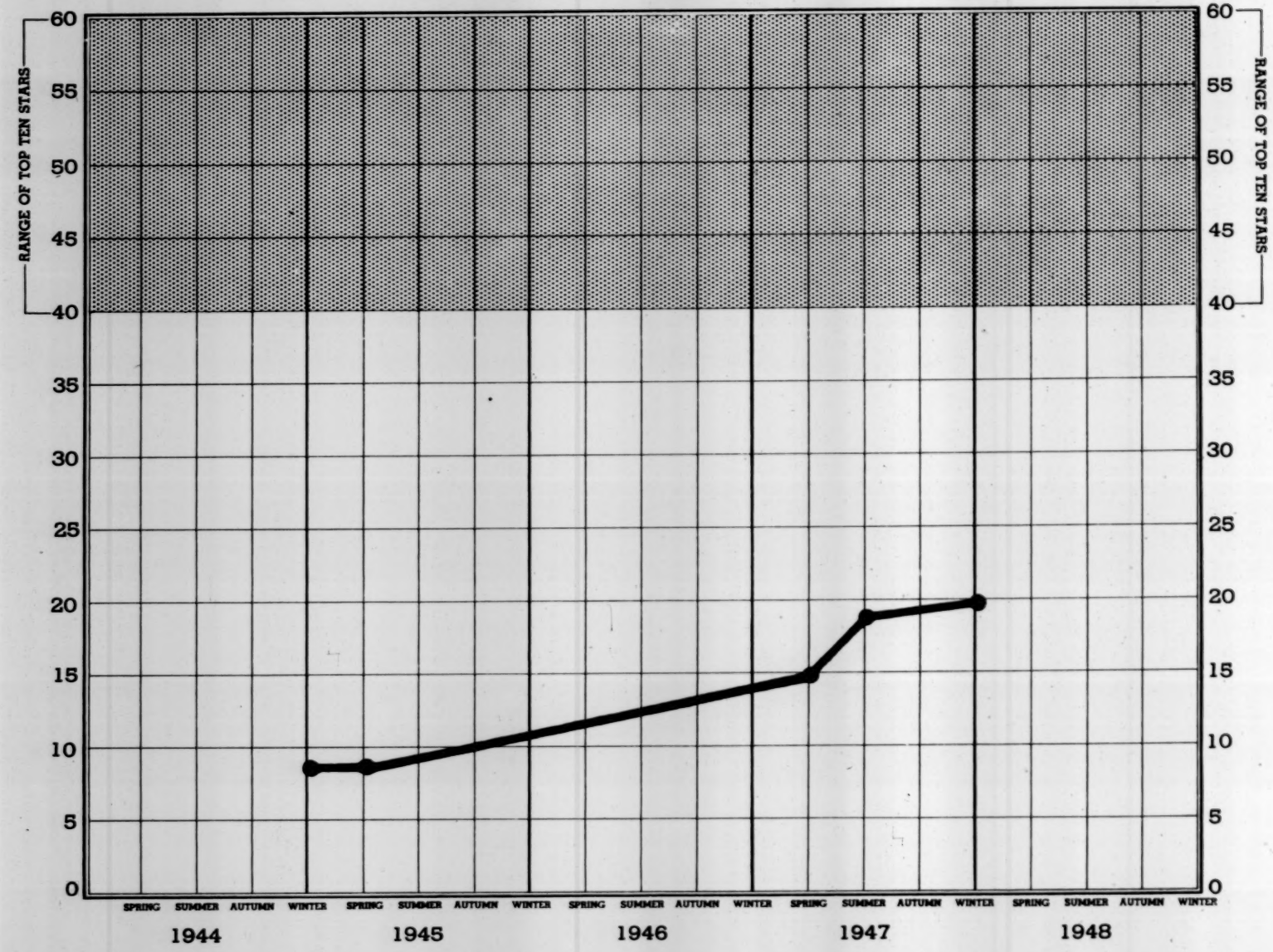

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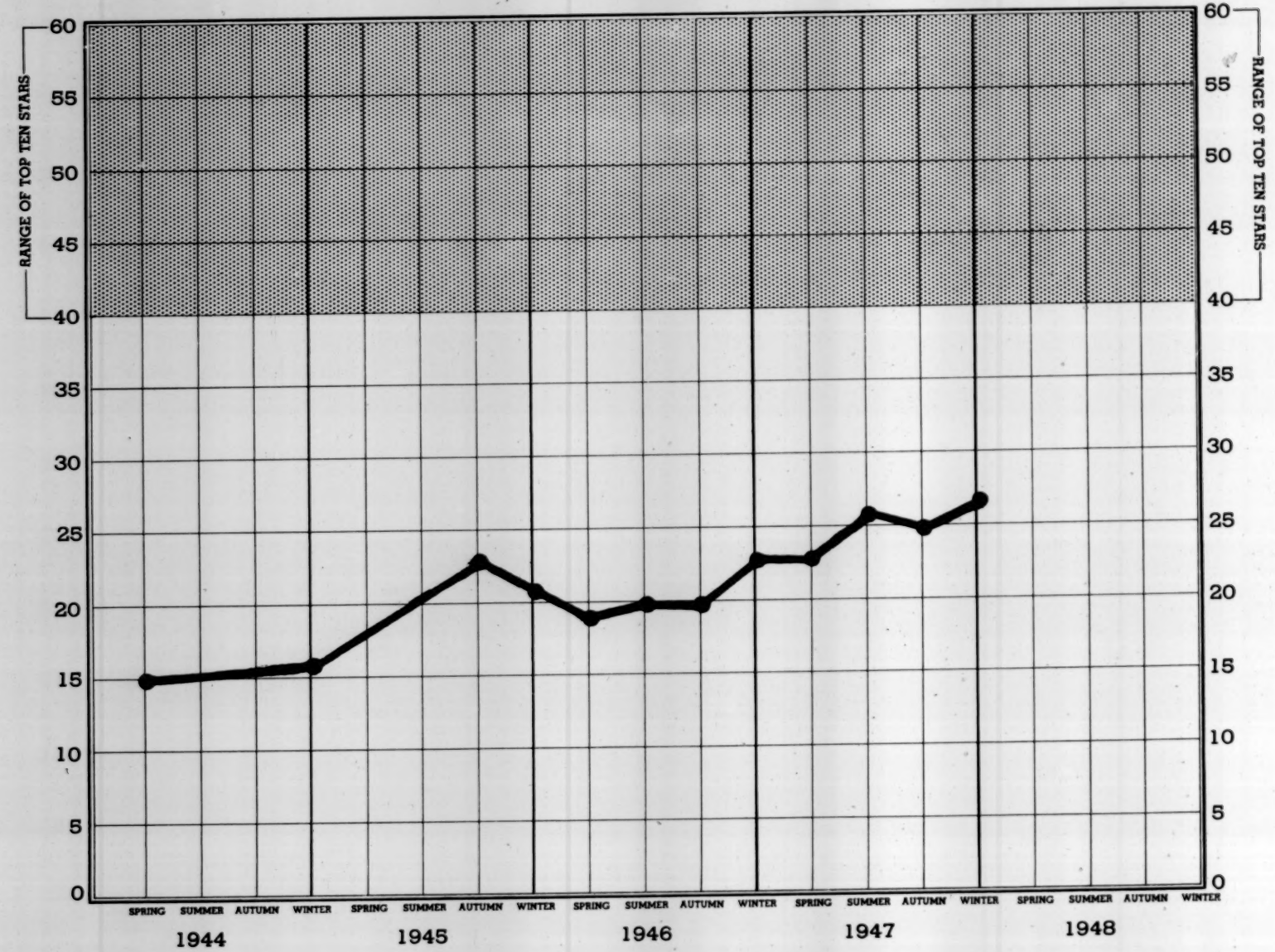

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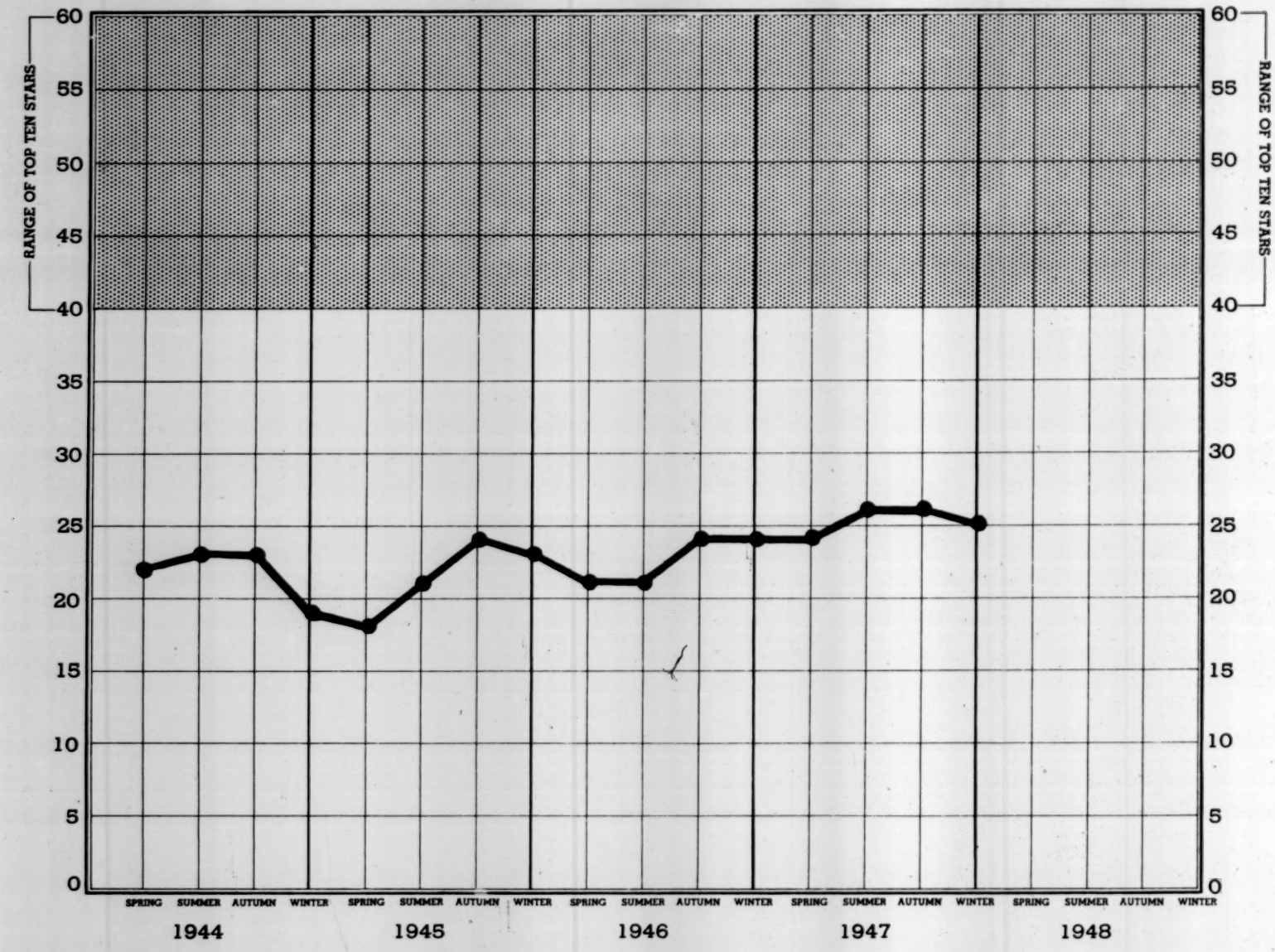

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